

Media Contact Log - Diabetes Media Campaign

Please make copies of this form and use it each time you make a follow-up call to a public service director or reporter to help you focus on key messages and keep track of your contacts and their responses.

Publication or station: _____

Contact name: _____

Public service director

Reporter

Phone number: _____

Contact date(s): _____

1. Clearly identify yourself, your organization and the key points of the campaign at the beginning of each call.

2A. Questions for public service directors:

- Have you received the Life Preserver PSA we sent you? (You may need to describe the package: For TV contacts, let them know there is a storyboard within the package if they have not had time to view the videotape.) yes no
- If not, may I make an appointment to show it to you and tell you more about why it is important to inform people with diabetes about the life-saving potential of a flu shot? yes no
- If yes, do you anticipate running the announcement? yes no
If yes, when and how often? _____
If no, why not? _____

2B. Questions for reporters:

- Have you received the media kit we sent you on the importance of flu and pneumococcal shots for people with diabetes?
 yes no
- If not, may I fax the main press release to you? Or, may I tell you about the campaign and why it's important to inform people with diabetes about these vaccinations? yes no
- If yes, may I provide any additional information or interviews to help you prepare a story for your audience? (Be ready with lists of occurrence of diabetes or flu in your area, telephone numbers of other local spokespersons, flu shot times and locations, etc. Also mention any local special events, such as health fairs, that the reporter might be interested in covering or that might serve as a photo opportunity.)
 yes no
- Do you plan to do a story? yes no
- If yes, when might it appear or air? _____

3. Next steps:

- Does this contact require further follow-up? When and in what form (appointment or interview, more printed background or photography, personal letter or thank-you note)?
- Further actions taken (please list).
