EARNED MEDIA TIMELINE June 2013 — June 2015



Staff Responsible Days Start End 2013 2014	2015
Organization Is2 6/1/13 12/31/13 1/3 12/31/13 Is3/3 12/31/31 Is3/3	
Mission 152 6/1/13 12/31/13 1	
Programs & Services 152 6/1/13 12/31/13 12/31/13	
Special Projects	
Anticipated/Most recent updates 152 6/1/13 12/31/13 12/31/13	
Programs & Services #1 851 9/1/13 12/31/13 Purpose 851 9/1/13 12/31/13 Program 851 9/1/13 12/31/13 Impact 851 9/1/13 12/31/13 Special Project 88 1/1/14 3/30/14 Define & Outline General Structure 88 1/1/14 3/30/14 National Context 88 1/1/14 3/30/14 Outcomes 88 1/1/14 10/31/14 Programs & Services #2 213 4/1/14 10/31/14 Define & Outline General Structure 213 4/1/14 10/31/14 Program Components 213 4/1/14 10/31/14 Outcomes 213 4/1/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 National Context 183	
Purpose	
Purpose	
Program	
Special Project	
Special Project 88 1/1/14 3/30/14	
Define & Outline General Structure	
Define & Outline General Structure 88 1/1/14 3/30/14 National Context 88 1/1/14 3/30/14 Outcomes 88 1/1/14 3/30/14 Programs & Services #2 213 4/1/14 10/31/14 Define & Outline General Structure 213 4/1/14 10/31/14 Program Components 213 4/1/14 10/31/14 Outcomes 213 4/1/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14	
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National Context 88 1/1/14 3/30/14 1/1/14 3/30/14 Outcomes 88 1/1/14 3/30/14 1/1/1	
Outcomes 88 1/1/14 3/30/14 Programs & Services #2 213 4/1/14 10/31/14 Define & Outline General Structure 213 4/1/14 10/31/14 Program Components 213 4/1/14 10/31/14 Outcomes 213 4/1/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14	
Programs & Services #2 213 4/1/14 10/31/14	
Define & Outline General Structure 213 4/1/14 10/31/14 10/31/14 Program Components 213 4/1/14 10/31/14 10/31/14 Outcomes 213 4/1/14 10/31/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Define & Outline General Structure 213 4/1/14 10/31/14 10/31/14 Program Components 213 4/1/14 10/31/14 10/31/14 Outcomes 213 4/1/14 10/31/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Program Components 213 4/1/14 10/31/14 Outcomes 213 4/1/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Outcomes 213 4/1/14 10/31/14 Special Project Update 183 7/1/14 12/31/14 Define & Outline General Structure 183 7/1/14 12/31/14 National Context 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Special Project Update	
Define & Outline General Structure 183 7/1/14 12/31/14 12/31/14 National Context 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Define & Outline General Structure 183 7/1/14 12/31/14 12/31/14 National Context 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
National Context 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 12/31/14 Outcomes 183 7/1/14 12/31/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15 3/31/15	+++++
Outcomes 183 7/1/14 12/31/14 Role/Significance 183 7/1/14 12/31/14 Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
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Outcomes 183 7/1/14 12/31/14 Issue Critical to Organization 89 1/1/15 3/31/15	
Issue Critical to Organization 89 1/1/15 3/31/15	
	+++++++
Programs & Services	
Outline of issue 89 1/1/15 3/31/15	
Impact and suggested solutions 89 1/1/15 3/31/15	
General Actions 1308 6/1/13 12/31/15	
Media visits to programs 1308 6/1/13 12/31/15	
Engaging media- reaction to stories 1308 6/1/13 12/31/15	
Engaging media- proactive 1308 6/1/13 12/31/15	
stories concepts	
QUARTERLY PITCHING	
June-December 2013	
Issues to Pitch 152 6/1/13 12/31/13	
Organization 152 6/1/13 12/31/13	
Target Reporters 152 6/1/13 12/31/13	
Reporter #1 152 6/1/13 12/31/13	
Reporter #2 152 6/1/13 12/31/13	
Reporter #3 152 6/1/13 12/31/13	
Stakeholders- leverage their 152 6/1/13 12/31/13	
external communications	
Stakeholder #1 152 6/1/13 12/31/13	
Stakeholder #2 152 6/1/13 12/31/13	
Stakeholder #3 152 6/1/13 12/31/13	

Staff Responsib	le Days	Start	End			201	13				20	14					2	015		
General Actions	152	6/1/13	12/31/15	П	П		Ħ												П	
Media visits to programs/	152	6/1/13	12/31/15	П															П	
special projects																		Ш		
Engaging media- reaction to stories	152	6/1/13	12/31/15	П														П	П	
Engaging media- proactive	152	6/1/13	12/31/15	П													П	П		
stories concepts																		Ш		
*				П		П												П	П	Т
Web & Social Media	213	6/1/13	12/31/13	П														П	Π	
Blog post aligned with pitch	152	6/1/13	12/31/13															П	Π	
Facebook post aligned with pitch	152	6/1/13	12/31/13	Ш														П	П	
Update organizational website	213	6/1/13	12/31/13															Ш		
Continue regular blog	213	6/1/13	12/31/13																	
& Twitter posts				Ш																
				Ш	Ш									Ш			Ш	Ш		\perp
January-June 2014																				\prod
Issues to Pitch	121	1/1/14	6/30/14	Ш	Ш			Ш					Ш	Ш		Ш	Ц	Щ	Ш	\perp
Organization	121	1/1/14	6/30/14	Ш	Ш		Ш	Ш						Ш		Ш	Ш	Ш	Ш	\perp
Programs & Services #1	121	1/1/14	6/30/14	Ш										Ш			Ш	Ш	Ш	\perp
Special Project	121	1/1/14	6/30/14	Ш		Ш		Ш								Ш		Ш	Ш	\perp
				Ш												Ш		Ш	Ш	\perp
Target Reporters	121	1/1/14	6/30/14	Ш	Ш	Ш		Ш				Ш		Ш		Ш	Ш	$\perp \!\!\! \perp$	Ш	4
Reporter #1	121	1/1/14	6/30/14	Ш		Ш		Ш						Ш			Ш	Ш	Ш	\perp
Reporter #2	121	1/1/14	6/30/14	Ш		Ш		Ш						Ш			Ш	$\perp \! \! \perp$	Ш	\perp
Reporter #3	121	1/1/14	6/30/14	Ш				Ш						$\perp \! \! \perp \! \! \mid$			Ш	$\perp \! \! \perp$	Ш	4
Reporter #4	121	1/1/14	6/30/14	Ш										\perp				4	Ш	4
			-11	H				Ш						\perp				\perp	\perp	_
Stakeholders- leverage	121	1/1/14	6/30/14																	
their internal/external																				
communications		- 1- 1- 1	5 12 0 14 1	H	+	+		+						\dashv	\perp		\Box	+	\dashv	+
Stakeholder #1	121	1/1/14	6/30/14	H										+				+	+	+
Stakeholder #2	121	1/1/14	6/30/14	H				\perp						+				+	+	+
Stakeholder #3	121	1/1/14	6/30/14	H		+		+						+				+	+	+
Stakeholder #4	121	1/1/14	6/30/14	+	+	++	+	+				-		+	+	Н	++	$+\!+$	+	+
	101	1/1/14	12/21/15	+	+	++	+	+												
General Actions	121	1/1/14	12/31/15	+	+	++		+									Н	\blacksquare		+
Media visits to programs/	121	1/1/14	12/31/15															Ш		
special projects	121	1/1/14	12/31/15	+		+		+						+						+
Engaging media- reaction to stories	121	1/1/14	12/31/15	+	+	++		+						\blacksquare			Н	\blacksquare	\blacksquare	+
Engaging media- proactive	121	1/1/14	12/31/13															Ш		
stories concepts				H				+												+
Web & Social Media	121	1/1/14	6/20/14	+				+						+			\mathbf{H}	+	++	+
Blog post aligned with pitch	121	1/1/14	6/30/14	+	+	+	+	+	\vdash			+	+	+	+	+	+	+	+	+
Facebook post aligned with pitch	121	1/1/14	6/30/14	+	+	+	+	+	H			+	+	+	+	+	+	+	+	+
Update organizational website	121	1/1/14	6/30/14	+	+	+	+	+	H			+	+	+	H	+	+	+	+	+
Continue regular blog	121	1/1/14	6/30/14	+	+	+	+	+	+			+	+	+	+	+	+	++	+	+
& Twitter posts	121	1/1/14	0/30/14																	
Engage target blog or other	121	1/1/14	6/30/14	\mathbb{H}	+	+	+	+	H			+	+	+	H	+	+	+	+	+
escial media outlet	121	1/1/14	0/30/14																	
social media outlet	121	1/1/14	0/30/14																	_

Continue to add reporters, stakeholders, web, and social media options as you add issues from the general section above throughout the balance of your timeline so you are building a way of earned media activity and to remain on track within your effort's timeframe.