Sample PR Planning Tool

Date of Announcement	Topic	Content	Media Outlet and Type	Contact Information	Status	Deadline	Results
1.25.22	*New Product Launch*	*What Assets to we Have? Pitch and Press Release*	*Wire distribution with hyper focus on trade media that covers XX; Type = print,digital, broadcast*	*Reporter/Editors to be pitched email and phone numbers*	*Was it sent? Any additional materials needed?*	*When can I expect this to be done/out?*	*Links to coverage*