



HOMENETMEN Glendale Ararat Chapter

Mailing Address and Activity Center: www.Ararat.org E-mail: info@Ararat.org
3347 N. San Fernando Road, Los Angeles, CA 90065 Tel. (323) 256-2564 Fax: 323-256-0639

Event Public Relations Checklist

Use this checklist to plan the Public Relations (PR) for your event. Brainstorm other media outlets if needed. Submit this checklist (along with the budget??)

Name of Event: _____

Date of Event: _____ **Organizing Committee PR Contact:** _____

Print Materials:

Flyer/Poster in PDF & JPG formats (see #1 & #2 below) Yes _____ No _____
Pre-event Summary (see #3 below) Yes _____ No _____
Post-event Summary (see #4 below) Yes _____ No _____

Pictures and Video Streaming:

Pictures (see #5 below) Yes _____ No _____
Video Clips (YouTube etc...) (see #5 below) Yes _____ No _____

Online Media:

Online Ticket Sale via public websites (see #2 below) Yes _____ No _____
Ararat E-News (Ararat Link Monthly Newsletter) Yes _____ No _____
Public Websites (armencal.com, Asbarez online, etc...) Yes _____ No _____

Social Media:

Facebook Yes _____ No _____

Traditional Media:

Newspaper Ad Yes _____ No _____
TV Advertisement Yes _____ No _____
Coverage in Local Newspapers Yes _____ No _____

Notes:

1. It is VERY important to prepare the promotional materials such as flyers, and posters at least 8 weeks prior to the event in order to have ample time for promotion. Flyers should be in Armenian and English.
2. Non Ararat Specific events (such as Cultural Events) are encouraged to have online ticket sale option via www.itsmyseat.com. In this case, website address should be on the flyer.
3. A short pre-event summary should be submitted along with the flyer. The summary would be used to promote an event prior to the event date.
4. A short post-event summary should be submitted soon after the completion of the event. The summary would be used to provide a recap of the event.
5. Pictures and or video clips should be submitted along with the pre and post event summaries.
6. All materials including this checklist should be emailed to Armond Gorgorian at info@ararat.org
7. Depending on the scope and nature of the event, the Public Relations committee would reach out to other venues such as Press Releases, Press Invitation etc...to promote the event.