

## Sample PR Activity Calendar

### LOCAL RADIO

Action by	Date of issue	Purpose	Activity
Relay For Life Committee	4 months before Relay	Launching Relay + Team Recruitment	Launch press release explaining Relay and appealing for teams from across the county to sign up and get involved Include a photo from last years Relay
Relay For Life Committee	3 weeks before Relay	Driving attendance to Relay itself	Press release appealing for community to support and attend Relay Update on how many teams are involved Offer team member for feature interview
Relay For Life Committee	The day before Relay	Today is Relay	Final press release issued, calling on public to support the day Photo Opportunities - Invite local photographers to attend the event
Relay For Life Committee	1 week after Relay	Post Relay - how much was raised etc	Press release giving an update on the success of the event, how many teams were involved, how much money was raised etc. Include photos from the event

### LOCAL NEWSPAPERS

Action By	Issue Date	Transmission Date	Activity
Relay For Life Committee	4 months before Relay	Launching Relay + Team Recruitment	Launch press release explaining Relay and appealing for teams from across the county to sign up and get involved Offer interviews with a Committee Member, a Team Member from last year and an Irish Cancer Society spokesperson
Relay For Life Committee	2 weeks before Relay	Driving attendance to Relay itself	Press release appealing for community to support and attend Relay Update on how many teams are involved Offer interviews with a Committee Member, a Team Member from last year and an Irish Cancer Society spokesperson
Relay For Life Committee	The day of Relay	Today is Relay	Final press release issued, calling on public to support the day Offer one key spokesperson