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## HOW TO USE THIS TEMPLATE

The purpose of this template is provide a guide for identifying the key tactics supporting a publicity campaign and measuring progress on completing appropriate preparations.

Key milestones are outlined at the top of the document. These milestones should be key accomplishments that should be achieved during the preparatory process.

Enough time should be allowed beyond the target milestone dates to accommodate resolution of unanticipated issues.

It is recommended that this template be completed on a weekly basis and distributed to all key contributors and the client. This way, all participating parties have quick and easy access to the 'big picture' surrounding the campaign.

For weekly reports not falling on a key milestone or launch date, it is recommended to post interim results in the next respective box. This can be subsequently updated in succeeding weeks as the date of the next milestone/launch approaches.

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

1-Feb

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

Status Key:	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.				
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.				
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.				
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.				
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.				
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.				
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.				

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

7-Feb

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

Status Key:	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Working thru key messages; coordinating with presentation team.			
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Marketing VP wants to skip VNR for product launch.			
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Working with Wiggum on messages.			
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	ID'ed 8 LA contacts & 11 in NYC. Now pitching.			
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	PR now reviewing potential designs.			
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Budget issue: May cost \$15K more than anticipated.			
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Drafting page template. Working with PR on content.			

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

14-Feb

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

Status Key:	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.			
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.			
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.			
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.			
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.			
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$ Units being built by Engineering.			
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.			

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

21-Feb

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

Status Key:	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Being drafted.		
	Completed	Completed	No Issues		
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Script being written.		
	Completed	Completed	No Issues		
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Presentation Being drafted.		
	Completed	Completed	No Issues		
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	5 of 10 interviews secured; working on 5 more.		
	Completed	Resolving	Pitching		
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Being built.		
	Completed	Completed	No Issues		
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$ Units being built by Engineering.	Being built.		
	Completed	Completed	No Issues		
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	PR drafting content.		
	Completed	Completed	No Issues		

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

28-Feb

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

Status Key:	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Under executive review.		
	Completed	Completed	No Issues		
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Under executive review.		
	Completed	Completed	No Issues		
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Under executive review.		
	Completed	Completed	No Issues		
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	7 of 10 interviews secured; working on 3 more.		
	Completed	Resolving	Pitching		
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Can't get necessary widget. Looking for substitute.		
	Completed	Completed	Resolving		
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$ Units being built by Engineering.	Being built.		
	Completed	Completed	No Issues		
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	Under executive review.		
	Completed	Completed	No Issues		

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

7-Mar

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

<b>Status Key:</b>	
<b>Green</b>	No Issues
<b>Yellow</b>	Potential Issues - Escalated
<b>Red</b>	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Approved. Being copied for press kits.		
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>		
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Script modified. Filming next week.		
	<b>Completed</b>	<b>Completed</b>	<b>Resolving</b>		
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Presentation complete; being burned to CD-ROM.		
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>		
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	10 of 10 interviews secured.		
	<b>Completed</b>	<b>Resolving</b>	<b>Completed</b>		
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Found substitute. Demo 70% complete.		
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>		
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$\$. Units being built by Engineering.	Being built. 80% complete.		
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>		
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	Approved. Being coded by web development team.		
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>		

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

14-Mar

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

<b>Status Key:</b>	
<b>Green</b>	No Issues
<b>Yellow</b>	Potential Issues - Escalated
<b>Red</b>	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Approved. Being copied for press kits.	Copies complete. Press kits built.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Script modified. Filming next week.	Filmed. Copying tapes now.	
	<b>Completed</b>	<b>Completed</b>	<b>Resolving</b>	<b>No Issues</b>	
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Presentation complete; being burned to CD-ROM.	CD-ROMs burned and included in press kits.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	10 of 10 interviews secured.	NYC reporter bailed out; found replacement.	
	<b>Completed</b>	<b>Resolving</b>	<b>Completed</b>	<b>Completed</b>	
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Found substitute. Demo 80% complete.	Demo 90% complete.	
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>	<b>No Issues</b>	
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$\$. Units being built by Engineering.	Being built. 90% complete.	Completed. Undergoing quality testing.	
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>	<b>No Issues</b>	
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	Approved. Being coded by web development team.	Coding completed.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

21-Mar

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

<b>Status Key:</b>	
<b>Green</b>	No Issues
<b>Yellow</b>	Potential Issues - Escalated
<b>Red</b>	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Approved. Being copied for press kits.	Copies complete. Press kits built.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Script modified. Filming next week.	Tapes copied and distributed.	
	<b>Completed</b>	<b>Completed</b>	<b>Resolving</b>	<b>Completed</b>	
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Presentation complete; being burned to CD-ROM.	CD-ROMs burned and included in press kits.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	10 of 10 interviews secured.	No Issues	
	<b>Completed</b>	<b>Resolving</b>	<b>Completed</b>	<b>Completed</b>	
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Found substitute. Demo 80% complete.	Demo complete.	
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>	<b>Completed</b>	
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$\$. Units being built by Engineering.	Being built. 90% complete.	All units tested OK. Sent out to reviewers.	
	<b>Completed</b>	<b>Completed</b>	<b>No Issues</b>	<b>Completed</b>	
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	Approved. Being coded by web development team.	Coding completed.	
	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	<b>Completed</b>	

# PUBLICITY CAMPAIGN TIMELINE

UPDATED:

28-Mar

**Project Name:** Widget Product Launch  
**Target Launch:** 28-Mar  
**Start Date:** 1-Feb

<b>Status Key:</b>	
Green	No Issues
Yellow	Potential Issues - Escalated
Red	Show Stopper - Re-Evaluating

**Milestones:** 14-Feb Messaging Complete; Budgets Approved; Interviews Locked  
 7-Mar Videos Complete; All Communications Materials Approved  
 21-Mar All Materials Prepared; All Spokespeople Trained

	1-Feb	14-Feb	7-Mar	21-Mar	28-Mar
<b>Press Release</b> Product's Launch Release <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Getting input. Being drafted.	Messaging complete.	Approved. Being copied for press kits.	Copies complete. Press kits built.	Sent out. PR team on tour.
	Completed	Completed	Completed	Completed	Completed
<b>VNR</b> VNR Tied to Product Release <i>Troy McClure</i> 8210-8519 <b>STATUS</b>	Choosing production company.	Resolved issue; budget approved.	Script modified. Filming next week.	Tapes copied and distributed.	Aired successfully. Coverage report available 4/4.
	Completed	Completed	Resolving	Completed	Completed
<b>Presentation</b> Slide Deck for Press Tour <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Collecting key messages. Choosing template.	Messaging complete.	Presentation complete; being burned to CD-ROM.	CD-ROMs burned and included in press kits.	No Issues.
	Completed	Completed	Completed	Completed	Completed
<b>Interviews</b> NY & LA Press Tour Interviews <i>Selma Bouvier</i> 8864-1982 <b>STATUS</b>	Identifying key contacts in New York, Los Angeles markets.	Only 3 of target 10 interviews secured.	10 of 10 interviews secured.	No Issues	Underway.
	Completed	Resolving	Completed	Completed	Completed
<b>Product Demo</b> Product Demo for Press Tour <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Creating potential designs.	Design & budget approved by PR. Building demo.	Found substitute. Demo 80% complete.	Demo complete.	With PR team on the road.
	Completed	Completed	No Issues	Completed	Completed
<b>Review Units</b> 12 Review Units for Media Use <i>Lionel Hutz</i> 214-555-1212 <b>STATUS</b>	Working with engineering team to build units.	Gained extra budget \$\$\$\$. Units being built by Engineering.	Being built. 90% complete.	All units tested OK. Sent out to reviewers.	All sent out and accepted by target media.
	Completed	Completed	No Issues	Completed	Completed
<b>Web Site</b> Mini Site for Corp. Web Site <i>Ralph Wiggum</i> 8210-4588 <b>STATUS</b>	Meeting with web coordinators.	Key messages ID'ed. PR is drafting content.	Approved. Being coded by web development team.	Coding completed.	Launched successfully.
	Completed	Completed	Completed	Completed	Completed