

Press Day Toolkit

A Tangency Action Kit

Snapshot

- ****Focus:**** Media Outreach
- ****Format:**** Template Pack
- ****Time:**** Half-day build
- ****Ideal team:**** Communications crew + spokespeople
- ****Great for:**** Report launches, executive actions, investigation responses
- ****Deliverable:**** Media advisory, press list, b-roll folder, quote bank
- ****Materials:**** Shared drive, bios, embargo schedule

Prep checklist

1. Draft a two-paragraph advisory with headline, hook, and spokespeople.
2. Package assets (photos, logos, b-roll) in one folder with clear filenames.
3. Identify three validators (partners, academics, workers) for quotes.
4. Decide which outlets get embargoed previews and schedule briefings.

Timeline

1. ****T-24 hours.**** Send embargoed advisory to key reporters and offer background calls.
2. ****T-3 hours.**** Distribute public advisory + asset folder to the full list; post teaser graphics.
3. ****Go live.**** Release the report/action, flood every channel, and pitch tailored follow-ups.
4. ****Post-release.**** Track coverage, post clips, and send thank-yous plus “what’s next.”

Tips

- Assign one person to manage the war-room inbox for rapid replies.
- Prep social proof (ally quotes, infographics) to drop as soon as coverage lands.
- Maintain a coverage tracker with open rates, replies, and sentiment.

Tools & templates

- Media advisory template
- Coverage tracker spreadsheet
- Embargo pitch + follow-up scripts