# Program Planner

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance Goal</th>
<th>Date</th>
<th>Coordinator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Goal(s)</td>
<td></td>
<td>Person(s) Responsible</td>
<td>Deadline</td>
</tr>
</tbody>
</table>

## PROGRAM
- Site preparation
- Confirm participants
- Program format

## PUBLICITY
- Develop/Send out press releases
- Radio announcements, appearances
- TV announcements, appearances

## OUTREACH
- Leaflet design/ reproduction
- Distribution (outlets, drop offs)
- Distribution (events)
- Mailings
- Email announcements
- Social Media (FaceBook, Twitter, etc.)

## FINANCES
- Projected budget
- Ticket distribution and sales

## TECHNICAL NEEDS
- Audiovisual
- Video, photography

## OTHER NEEDS (Daycare, Food, etc.)

## SUMMATION NOTES