Story Action Sheet

Day:_____Date: _____Time:_____

JOURNALIST: _____ Staff/Freelance

Publication/Station: _____ print/radio/TV/Web

Phone: _____Ext. _____// Fax:_____

Website: _____E-mail: _____

Other contact info:_____

TOPIC: _____

_____

Approach to story: _____

_____

_____

Also contacting: _____

_____

DEADLINE: _____ Section/Program: _____Run date: _____

Contact & research notes

Date:	Time:	Person:	Contact, action or follow-through: (*indicates see attached)

(pg. ___ of ___ pgs.) Signed _____

Copyright © 2007 Al Czarnecki, APR • www.topstory.ca

from ***Crisis Communications: A Primer for teams*** — available at topstory.ca