

Implementation Timeline for the ACAREXX Media Relations Campaign

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Mail press kit to 15 veterinary trade publications; call							
Mail press kit to 16 cat enthusiast publications; call							
Distribute NAPS Pet Health Alert to over 10,000 newspapers nationwide							
Mail press kit to 103 major daily newspapers; call							
Mail press kit to 11 freelance pet writers; call							
Mail press kit to 11 syndicated pet columnists; call							
Mail press kit to 24 women's interest magazines; call							
Fax satellite media alert to ABC, CBS, FOX and NBC affiliates in DMAs 1 - 25; call							
Fax satellite media alert to ABC, CBS, FOX and NBC affiliates in DMAs 26 - 210							
Feed ACAREXX VNR nationally via satellite							
Fax ACAREXX update to 103 major daily newspapers							
Fax satellite media alert to ABC, CBS, FOX and NBC affiliates in DMAs 1 - 100							
Fax satellite media alert to ABC, CBS, FOX and NBC affiliates in DMAs 101 - 210							
Feed ACAREXX VNR nationally via satellite							
Mail press kit and ACAREXX VNR to 19 ABC, CBS, FOX and NBC NC news affiliates; call							
Mail press kit, ACAREXX VNR and Dr. Strother's broadcast clips to 9 tv pet programs; call							
Mail press kit, ACAREXX VNR and Dr. Strother's broadcast clips to 12 radio pet programs; call							