**Announcement Timeline**

2pm to 2:30pm                KP finalizes PR, email scripts; sent to senior staff assigned to communication

2:30                                  WITF Board is notified that we are “go,” and receives the PR, FAQ, email scripts and elevator statement for their use.

2:30                                   KP notifies PA station colleagues and sends the (embargoed) PR; **all are asked to keep confidential until 5 pm**

2:30-4 pm                         Tier 1 and Tier 2 calls are made; **all are asked to keep confidential until 5 pm**

4 pm                                  All-staff meeting (announced at 3 pm, with the notation that “we have good news to share”)

Before 5 pm All staff email and elevator statement are sent.

Before 5 pm                     Emails are sent to: PC and annual fund donors, underwriters, national orgs

Before 5 pm                     PR to media & trades

Before 5 pm                     PR is posted on website