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See below for a basic outline. I find planning invaluable when it comes to getting an overview of activities and spacing things out well.

Activity	Idea	Jan	Feb	Mar....
Valentines promotion	10% off if you bring your partner	Issue press release	Hold event 14/2	Post-event release
Open Day	Business is 10 years old	Invite MP	Issue release	Hold event 26/3
Easter Promotion	Low key - ref 10 year anniversary			Mail eggs. No PR

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Sample analysis form for PR evaluation

	As it is now	Future vision
Awareness of Co Name		
Awareness of brand		
Current site engine finds		
Sales figures		
New services/products		
Customer profile		
Geographical spread of clients		