

Event Media & Publicity Tips

If you're hosting an event and would like press coverage, here are a few tips to help maximize your exposure:

- **Draft a press release.**
 - Imagine your dream article on your event, and then write that. The goal is to sell the media on why they should want to cover your event.
 - Don't forget to include all relevant contact information and event details!
 - Put your release right in the body of your email, rather than as an attachment.
 - Keep it under two pages.
- **Call! Email! Call again!**
 - Touching base with someone will get you farther than a press release. Leave a message if you must, but end the message with something that leaves you the opportunity to follow-up if you need to: "I can be reached at 123-456-7890. If I don't hear from you by Tuesday, I'll try calling you back then. Thank you!"
 - Make notes for yourself about who you actually spoke to, who you left messages with, and when you said you would call back.
 - Cast a wide net. The more sources you tell about your event, the more that will be able to come.
 - For bigger events, assign someone the task of communicating with press throughout the event. This person is whose information should be on the release, and this should be their only job if you are expecting a lot of coverage.

Be strategic about when you contact different sources. Try to make contact outside of their busiest times:

- **Print media** reporters need the afternoons to meet their deadlines for the next day, so try not to call after 3PM.
- **TV reporters** have broadcasts at 6AM and 5PM; call outside that window.
- **Radio DJs** have their biggest broadcasts during commute hours: 7AM-9AM and 4PM-6PM.
- In days leading up to the event, try to call around 10AM, but no later than 8:30AM the day of.