

Publicize Your Event!

Form

Radio, newspapers and TV need a steady diet of news. Your event is newsworthy and a little creative thinking will help to ensure success with your publicity campaign.

It is important to decide who you want to inform about your event and why.

If your conference affects public policy significant to a great majority of the community or the general public, the media will want to know the “who, what, when, where, why and how” so they are prepared to report on it. Your event will go much more smoothly if your organization is ready for media coverage.

Perhaps your event is relevant on a personal level to many people or is able to hold public attention because your membership includes well-known individuals or awards. A media release will help your organization or award winning members receive the recognition they deserve.

Publicity can effectively win and maintain friends for your organization. A media release about your event is just another method for you to increase name recognition and public awareness of your organization and its objectives.

It's important to us that the media knows your event is being held in Lincoln. A news release from you provides additional opportunity for businesses and community members to be aware of your group and put out the red carpet.

Format

Your press release should be succinct and state the important facts: who what, when, where and why it is important. Short, easy to read sentences work best.

Most media releases should be sent out at least two and one-half weeks in advance of the event. (Many public service announcement outlets require at least two weeks advance notice. Nebraska weekly papers need the information about two weeks prior to their publication date.)

Begin with the date the press release is being written and mailed.

State the release date. If there is not a consequential reason for the news to be held until a specific date, allow immediate release.

State a contact person, telephone number and address.

The title or subject of the release should indicate what the release is about and its importance.

The first paragraph should include as much of the *who*, *what*, *when* and *where* as possible. Following paragraphs will reveal the *why*.

The most important information should be stated first. If it is lost in the final paragraph, the media person might never read it. Many times the information is used in the same form as they receive it and it will be cut from the bottom to meet their space and time requirements.

The press release should not be longer than one page. If the subject is so complex it requires more than one page, divide the information into more manageable segments and send more than one media release.