

Don't Let Your News or Events Go Unnoticed

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It's true that with the rise of social media, you can promote your organization's news without sending out a single press release. However, press releases still play a key role in helping you build awareness about your event/news.

Short on time and marketing resources? We'll get your news noticed. Contact us at info@baab.biz.

Sending Your Press Release

Send releases to all potential media outlets. Be sure to include specific reporters who may cover your specific industry or area, like arts. News professionals do not like receiving attachments. Send your release in the body of the email. Alternatively, you can include a link if it is posted online.

You can find a list of local media outlets by visiting one of the sites listed below:

- <http://www.mondotimes.com/1/world/us>

Email is the best way to reach media outlets (be sure to call ahead of time to confirm contact names). Always include a short, yet compelling email subject line. Be sure to follow up your release with a phone call to offer additional information and inquire about interest to cover the event.

Building Awareness

Timing is a key element of every successful media campaign. Media coverage does not always fit neatly into a schedule, but having a plan will increase your chances of gaining attention for your event.

As soon as you set the event date and location:

- Advertise "save the date" messages (include ticketing information) on social media sites, your website and inquire about listing your event with relevant industry organizations.
- Add mention of the event to your email signature line.
- Ask sponsors to mention the event on their websites and in email signatures.
- You can use Hootsuite or a similar tool to schedule updates across social media sites.

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3-4 weeks before:

- Gather contact information for local and relevant online media outlets. Call the publication to inquire about desk assignment changes, new reporters and editors, etc.
- Obtain information about online press release distribution sites (some like PRLog are free). Having an online release will allow you to link to it for your social media blasts and other online promotions.

2-3 weeks before:

- Email press release to your media list.
- Share details on all social media sites (post minimally three times each day).
- Send event details to publication/relevant industry organization calendar listings (confirm required lead time for all publications).
- Share unique facts about your event on social media sites (post minimally three times each day).

1 week before:

- Follow up by phone (or email) with contacts regarding the press release.
- Share updates (local sponsors, celebrity appearances, etc.) about the event that may entice “on-the-fence” media coverage.
- Share unique facts about your event on social media sites (blast during peak times).

Throughout the week before the event:

- Check in with media outlets to confirm interest in covering the event.
- Share unique facts about your event on social media sites (blast during peak times).

2-3 days before the event:

- Resend the press release/specific details (when, what, who, why and where of the event) to those who have expressed interest and are most likely to attend the event.
- Share unique facts about your event on social media sites (blast during peak times).

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1-2 days before the event:

- Make final follow-up calls to media outlets. Encourage them to confirm their attendance at the event. For those who have confirmed, ask if they need directions, etc.
- Share unique facts about your event on social media sites (blast during peak times).

The day of the event:

- Be ready for the press. Have an adequate number of press kits on hand (with information about speakers, etc., the event, etc).
- If you are expecting a large number of reporters, you may want to have a designated press check-in table
- Share reminders of the event on social media sites (blast many times throughout the day up to a few hours before the event).
- If staff permits, have someone on hand to post key reviews, speaker quotes, etc. during the event.

The day after the event:

- Follow-up with reporters who attended the event to provide additional information and thank them for their time.
- Share fun facts about occurrences at the event on social media sites (post a few times during the day).

The week after the event:

- Send a press release (to all media contacts whether they attended the event or not) detailing what occurred at the event. This is a write-up of what happened and should not be the same release that was sent prior to the event.
- Share the press release on social media sites

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