Generating Media Coverage of you Event!

Radio, newspapers and TV need a steady diet of news. With a little creative thinking, your event can be part of the daily news cycle.

If you are bringing visitors to Lancaster County, if your conference affects public policy, if you event is significant to a great majority of the community, or if you event can hold public attention due to its unique nature or status, then you will want to let media organizations know the ***“who, what, when, where, why and how”.***

**\*\*\*\*MEDIA ADVISORY\*\*\*\***

Your first step is to let the news media know how they can cover your event by sending out a “NEWS ADVISORY”.

The advisory should let the media know WHO is coming to Lincoln. It should let them know WHAT they will be doing. It should state WHEN it will be held, WHERE, it will take place, and the WHY and HOW.

It should also include the key contact information for your organization and how they can get in touch with you should they seek further details. The ADVISORY should be sent to media organizations at least two weeks in advance. Follow-up calls to the individual news outlets can be conducted a few days in advance of the actual event.

**\*\*\*\*NEWS RELEASE\*\*\*\***

A “NEWS RELEASE” is used to present the details of the event in a format that news outlets can use to cover the event or conference. The release can be sent to media members prior to the event, but most often it is released the day of the event or it can distributed to members of the media on-site who attend and cover your event.

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. 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.