

GUIDE NO.11

ways to promote your event

Effective promotion can result in a high attendance at your event as well as give it an impressive and lasting profile. There are many ways to promote your event, some examples are listed below.

- **What's On Guide** – Wagga Wagga City Council's Visitor Information Centre maintains an annual database for events. A monthly "What's On" brochure is produced and distributed via email to a large database, including the media. To list your event go to www.visitwaggawagga.com or call the Visitor Information Centre on 1300 100 122.

- **Welcome to Wagga Signs & Banners** – Contact the Wagga Wagga City Council Bookings Office or refer to our Guide on Parks & Facilities for further details on location and fees on page 9.

- **Websites** – are a great promotional tool for your event. Use your own website as well as Wagga Wagga City Council – www.wagga.nsw.gov.au. Search the internet for any other special interest websites that might fit your type of event.

- **Visitor Information Centre** – Is a source of knowledge for your event. Contact them on www.visitwaggawagga.com or phone 1300 100 122 to discuss how they can help with aspects of your event.

- **Media Releases** – Are a great way to get media coverage and encourage people to take part in your event. Local media contacts are listed in this guide. Also see our Guide on "How to Write a Media Release" – page 52.

- **Publicity Stunt** – Good planning is vital. This can be an effective promotional tool, although beware that they can also backfire. They can be professionally organised or set up by amateurs.

- **Group Emails** – This is an effective tool to market your event to a wide range of people. Maybe start a database of email addresses from committee members or list your events in Club e-newsletters. Please note – "Spamming" is illegal so please make sure you don't breach privacy laws.

- **Community Service Announcements** – Local radio and television stations offer community groups the opportunity to advertise for free using this service. Community service announcements are also called community diaries. ABC Riverina has a spot on their website where community groups can add details of events and projects.

- **Community and School Newsletters** –

Many communities and almost all schools have newsletters. It is important to note these newsletters may be distributed monthly, fortnightly or weekly, so be aware of their schedule.

- **Word of Mouth** – Is still one of the most powerful marketing tools, because it comes with a reliable, credible endorsement. Use meetings to publicise the group and encourage members to spread the word to their family and friends.

- **Social Media** - Is becoming more and more effective, sometimes even more effective than print media. Consider an event page on Facebook or set up a Twitter account.

HINTS AND TIPS:

- Allocate the marketing role to a member or small group
- Develop a media contact log
- Develop a media release template for the group.
 - The contact details of a member of your group who will be the contact person or media representative.
 - The groups logo
 - Who, what, where and why of the event
 - Interview details
 - Image to complement release
- Develop a photo library which can be used to compliment editorials and promote future events



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local media contacts

WAGGA WAGGA PRINT / ONLINE

Publication	Contact
The Daily Advertiser	Ph: (02) 6938 3300 Fax: (02) 6921 6950 Email: news@dailyadvertiser.com.au Web: www.dailyadvertiser.com.au
The Riverina Leader	Ph: (02) 6938 3347 Fax: (02) 6921 8318 Email: editor@rivleader.com.au Web: www.rivleader.com.au
Southern Weekly Magazine	Ph: (02) 6971 6877 Fax: (02) 6921 6685 Email: editorial.southernweekly@ruralpress.com
Wagga Now	Email: news@wagganow.com.au
Riverina News	Email: editor@riverinanews.com.au

WAGGA WAGGA TELEVISION

Channel	Contact
WIN Wagga Wagga	Ph: (02) 6937 1170 Fax: (02) 6921 2235 Email: wagnews@winns.com.au Web: www.winnet.com.au
PRIME Wagga Wagga	Ph: (02) 6933 6300 Fax: (02) 6921 6142 Email: wagga.news@primetv.com.au Web: www.iprime.com.au
Southern Cross Ten (advertising only)	Ph: (02) 6921 1022 Fax: (02) 6921 7193 Email: wga.sales@southerncrossnsw.com.au Web: www.southerncrossaustereo.com.au

WAGGA WAGGA RADIO

Channel	Contact
2WG	Ph: (02) 6921 1022 Fax: (02) 6921 7193 Web: www.2wg.com.au
93.1 Star FM Wagga Wagga	Ph: (02) 6921 1022 Fax: (02) 6921 7193 Web: www.starfmwagga.com.au
ABC Riverina	Ph: (02) 6923 4830 Fax: (02) 6923 4899 Email: wagga.regional@abc.net.au Web: www.abc.net.au/riverina
2AAA FM	Ph: (02) 6925 3000 Fax: (02) 6925 2300 Email: news@2aaa.net Web: www.2aaa.net

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how to write a media release

You do not need to be a trained reporter to write a decent media release if you follow a few basic guidelines.

Format: A media release should be typed, either one and half spaces or double spaced, on plain white A4 paper or letterhead. If you must write the release, print clearly and be particularly careful with names.

Identification: You do not need to use a letterhead, but the name, address, email and contact phone numbers of the club and/or publicity officer are essential.

Date: Media releases should always be dated. News needs to be current.

Release Information: Always include a line that says "For Immediate Release". It is standard practice to tell the media that this material can be used right now. If you do not want the information released immediately, make sure you clearly state this as "Embargoed" until a certain date or time.

Headline: The main purpose of a headline on a media release is to quickly tell an editor what it is about. It should be short yet informative. If the story is used, the publication will do its own headline.

Length: Try to keep it all on one page, although two pages may be needed for all the information on a major story.

Style: The most important points of a media release should be in the first sentence...the famed "Who", "What", "When" and "Where". In a sense the first sentence, or "lead", should be the "bottom line". Everything after that is an explanation, amplification or attributable quotes.

Paragraphs: Each paragraph should contain only one sentence. Do not break a paragraph at the bottom of a page if your release is more than a page in length.

Other Media Release Style Tips: Add the word "more" on the bottom of a page if the release continues to another page. Generally this is typed flush right. Page numbers and a one or two word reference to the story should appear at the top of each page after the first page for easy recognition by the editor if the pages become separated.

Names Make News: The big secret of all news media is that "names make news". The more names a paper or magazine can print, the better the readership. The most read items in local business news coverage are announcements of who got promoted, who joined the firm, who won an award, who attended a conference or training seminar etc.

Photos are a sure shot for more coverage: Most print media companies are happy to receive submitted photos – obviously they need to be of a standard which provides for quality reproduction. The key to getting good photographs is to be up close – small figures in the distance will not do. Make sure you identify all persons in the image – so make sure you get names (and where they are positioned in the photo) correct.

Using a Professional: Sometimes it is worth contracting a professional to help target the media on your behalf.

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sample media release

SAMPLE MEDIA RELEASE

Daily Chronicle
Phone: (02) 6912 3456 Fax: (02) 6912 3456

5 June 2012

Media release wins friends & influences people

The Editor of the Daily Chronicle, Jane Crawford, today revealed the secret to writing a great media release.

"There are three aspects to this," she said, "**layout, content** and **writing style**."

To have good **layout**, the media release should be **typed on one side of letterhead** paper. It needs a **strong heading** and one or two reliable **phone contacts**, including an after hours number for media enquiries. The release shouldn't run over two pages and an interesting photo really helps the story get published."

Ms Crawford said the **content** of the media release was vital. It should answer the questions the editor and the public will want to know – **who, what, where, when, why and how**.

"A vital point is to tell a brief, punchy version of your story in the **first sentence** or two. That's the only bit that editors have time to read. It's what keeps your release out of their rubbish bin." She said.

"In the **next sentence**, you give secondary points or explain how the topic will affect people's lives."

Ms Crawford went on to discuss **writing style**. "Use **short sentences, simple words** and **short paragraphs**. If a 12-year-old can't understand what you're trying to say, it's too complicated. Writing in this way also makes your message more forceful.

"Journalists write in what's called an '**inverted pyramid**' style and you should too," she said.

"Make sure all the important information is at the top of your release and the less vital stuff is towards the end. That way if a sub-editor needs to lop off a couple of paragraphs to make a story fit; they won't lose any important facts."

Ms Crawford stressed the need to use **active** terms like 'the team won the championship', rather than 'the championship was won by the team'. "It has more impact that way," she said.

"People should also remember to avoid **jargon** and use **quotes** for most of the release."

Ms Crawford said that a good media release could help the community to understand your message and win you lots of friends in the media. "Just make sure you don't go over the top," she said.

"Make sure you tell the good news, but go easy on the 'aren't we wonderful!' quotes. Remember the better the release is, the more likely it is to get a run."

Ends.

For more information contact:
Jane Crawford – Editor. Ph: (02) 6912 3456/0412 345 678.

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working with the media - the do's

- DO** get to know your target media. You'll have a much better chance of securing coverage if you understand your outlets' interest areas, deadlines and house style if you match your material to suit.
- DO** build relationships with key journalists and introduce yourself well before the first pitch. The best media stories rarely come from media releases found languishing on fax machines.
- DO** look for the news in everything you do (ask yourself: is it new, topical, prominent, relevant or timely? Does it have human interest, conflict or novelty?)
- DO** look for opportunities to position yourself as an industry expert or commentator.
- DO** think about visuals. If a print or TV journalist wants an interview, find a good location that positively portrays your event or business. Remember that good visuals can skyrocket a story's news value.
- DO** remember that pitching is like cold calling. Your job is to tell the journalist who you are, what your angle is and why they should care as quickly as possible.
- DO** have your talent confirmed and your media material ready to send before you start pitching. Maintaining momentum is important.
- DO** think beyond the media release. Case studies, opinion pieces, letters to the editor, photo calls and fact sheets are all great opportunities to promote your business or event.
- DO** use colourful language, analogies, metaphors and anecdotes. They are memorable and a great way to cut through the clutter and get your message out.
- DO** find out as much as you can about a journalist and their background before being interviewed.
- DO** thank journalists for their time and interest, even if they don't end up running your story.

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working with the media - the don't's

- ☒ **DON'T** expect editorial control or favours. Journalists are not obliged to show you their story before it is published and asking them to do so can raise hackles.
- ☒ **DON'T** bluff. It's OK to say you don't know the answer to a question. Offer to find out and get back to the journalist before their deadline.
- ☒ **DON'T** stonewall journalists. 'No comment' is a death sentence – your detractors are ready and waiting to fill the airtime you've just missed out on.
- ☒ **DON'T** miss deadline or delay responding to media enquiries. It's in your interest to give the media access to your information and messages before they write their story.
- ☒ **DON'T** use jargon, bureaucratic speak or complex phrasing. Keep your message simple – the answer age that most media outlets write for is between 12 and 14.
- ☒ **DON'T** go off the record with a journalist, use profanity or make off-colour remarks. Anything you say at any time is fair game for publication.
- ☒ **DON'T** threaten a journalist or editor before or after a negative story.
- ☒ **DON'T** be surprised if you're asked negative questions during an interview. Anticipate them – forewarned is forearmed.
- ☒ **DON'T** get hung up on rejection when you're pitching – it's not personal.
- ☒ **DON'T** use the same approach for all media. Recognise their differences and tailor your material and your pitch to suit.
- ☒ **DON'T** badger a media outlet to run your story. If a journalist has already said no, don't try another one at the same publication. Not only do they share the same news values, they often sit next to each other!
- ☒ **DON'T** wait for the media to 'discover' your business or event – they may never do. Reach out to media with story leads, photo ideas and expert commentary. Let them know who you are, what you do and how you can help them.