

Media Relations

You've planned an awesome event...now you just have to make sure everyone else knows how awesome it is. So, get the media involved!

Who are the media?

- Newspapers
- Television
- Magazines
- Radio
- On-line publications

What can they do?

- Act as a media sponsor and advertise your event for free, or interview you/do a write-up on you
- Cover your event when it happens so that people who didn't come get to know some of the issues your group works on, and so that your group gets recognized

Who do you contact?

- Make a list of all the different media outlets you know. If you need help, take a look at the Yellow Pages under 'news-papers', 'radio' and 'television'. You can also make a trip to the public library and find the Canadian media directory (it should be in the reference section). Organize all the info onto a chart.
- Call up the newspaper/TV/radio etc. and find out who is in charge of promotions/public relations. This person will let you know if you can get your event advertised for free.
- Also ask who you should send press releases to. This person can make sure that your event gets a lot of publicity.

What do you send them?

1. Request for media sponsorship: a letter describing your event, your group and how you want the media to help you promote it. **See page 39 for a sample.**
2. Media advisory: a brief page with the bare facts (5 W's & H) on your event: when and where it's happening, who's coming, how many people are coming, what you'll be doing, why you're doing it. **See page 40 for a sample.**
3. Press release: a description of your event, written like a news story (in the third person – don't use "I", "we", "me" or "us") with quotes from key organizers and your contact info. **See page 41 for a sample.**

