

Tips for promoting your community event



One of the best ways to spread the message about your community event is to have your event featured in the local media. The local media, in particular the local community newspapers, are always looking for news to fill their pages and are usually keen to support local community events.

A simple way to do this is to prepare a media release and email it to your local media (contact details attached). You can follow your email up with a telephone call to the editor/journalist to ask if they need any more information.

Top tips for writing a media release

Think about timing

- Send it too far in advance, it will get lost/ forgotten/trashed.
- Send it too close to your event you might miss the newspaper's deadline
- **Aim to send it about a week before the local paper's deadline.**
- Keep in mind some media, such as the Cooroy Rag, publish 3 weekly or longer so be aware of local media timelines for local events.

Write punchy introductions

- Keep it to **30 words or less** - pack the most punch, be information dense and light on words.
- Include the **5 w's** (who, what, when, where and why - these should all be in the first two sentences).
- Following sentence has the next most relevant point and so on in descending order of importance.

Speak to the public

- Pitch your story to readers who don't have any background information – assume they know nothing.
- Keep stories high on info - including relevant facts, figures and stats
- Include what is most relevant to the public.
- Think how you would tell a neighbour and use the same approach in your media release

Keep it clear and concise

Never use a 'big' word when a simpler one will do. Use everyday language.

Utilise	–	use
Ascertain	–	find out
Legislation	–	law
Facilitate	–	pave the way
Commence	–	start

Stick to the point

Avoid generalisations or being vague – get straight to the point.

Sentence length – short really is sweet

Shorten long sentences by either cutting out non-essential words or splitting into two sentences.

Address the main points

A good media release will always anticipate and address the main questions that are likely to arise.

- *How much will it cost?*
- *Who is it for?*
- *Where is it?*
- *Do I need to book?*
- *Where to get more info (such as a website or contact details of event organiser).*

Ending a media release

At the end of the release, write ENDS on a new stand alone sentence. Information included after the release ends is not for publication eg. contact names and numbers. This is where you can put the contact name and phone number for the person that the journalist can contact if they want further information.

Get the picture

If a good quality high resolution picture is available, email it with the media release. Include a caption with details of who is in the picture.

A starter's list of Noosa media (see the full media contact list for more)

Noosa News

P: 5440 8016

E: noosaed@scnews.com.au

Noosa Today

P: 5455 6946

E: Jonathon.howard@noosatoday.net.au

Cooroy Rag

P: 5442 6699

E: admin@cooroyrag.com.au

Noosa Independent (online newspaper)

P: 5474 0877

E: editor@thenoosaindependent.com