

Marketing and Media

Tutorial **13** /24
EVENT PLANNING SERIES

Getting the word out to your audience is an important part of your event. Know your limits, but assigning people to create a brochure and/or poster and distributing it can be a big help. Also consider using a variety of media and public service announcements (PSAs) to get your message out. If there is a local fishing TV show in your area, they may be willing to promote your event, especially if there is a conservation or charitable component.



The www.catchfishing.com website provides the opportunity to list your event in the “Events” section. This will garner added exposure for your event as well as for your partners and sponsors and your own organization. It will also supply the event information to interested participants.

Make media relations an integral part of your event planning. In addition to the placement of public service announcements and paid advertising, “earned” media or editorial coverage is a great way to get the message out to the public about your event or activity. By investing a little extra time, effort and planning, and very little money, you can execute an effective media campaign promoting your event.

When working with the media, remember that they need the correct information to promote your event properly. If they can easily get the information they need to promote your event, they will usually be happy to help you out.

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Catch Fishing®

READ BEFORE THE EVENT

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The media can't cover your event without all the details. Don't make phone calls or send out news releases until all the event logistics have been confirmed (e.g. time, place and spokespeople). When inviting reporters to cover your event, make sure the time and location are clear and the location is easily accessible. Provide directions and parking instructions, if necessary.

The more creative your event is, the more likely it will be covered by the media. Aim for a place with an interesting backdrop for photographers and television cameras, and be sure to include this information in your press release.

Focus less on the event's aftermath and more on the lead-up to the event. Get the information out beforehand and set up a photo opportunity prior to the event. Make sure photo ops work. Bad photo ops make for little or no coverage. As an example, cheque presentations can be considered boring and may not generate any coverage. Remember that the point of pictures is to draw people's eyes to them. Think of something simple, interesting and effective. The best pictures create an interest among readers to learn more, either about the event, the organization, or how they can help.

Be sure to designate one or two people as spokespersons for the event. Make sure these people are comfortable speaking in front of a camera. They should know as much as possible about your event. Spokespersons should be on hand and prepared to answer a range of questions, including those about funding, expected results and why the project is being undertaken.

Once you have completed your media list and confirmed all of your event details, media advisories and news releases may be used to alert your media contacts to story opportunities.

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A media advisory invites media to an upcoming event. Keep it short and simple. Include a catchy lead sentence detailing why the event is important, with enough information to grab the reporter's attention. Answer the "five W's": who, what, when, where and why. Add a little background information about your organization and send your advisory two weeks before your event. Make follow-up phone calls a day or two before your event.

News releases generate interest among the media about the release contents. They generate curiosity and inspire further questions by reporters. Make your release brief, interesting, timely and include a local angle. Begin with a short, attention-grabbing news hook in the first paragraph. Include a quote and explain the event or project as accurately as possible. Limit releases to a page. Include the name(s) and phone number(s) of your spokesperson(s) who can give an interview and answer questions.

You may have more information than can fit in a one page news release. When that happens, provide a media kit that includes your release, fact sheets and any other background materials. Be sure to include contact information in case reporters would like additional information.

A Public Service Announcement (PSA) is a non-commercial announcement that benefits the intended audience, rather than the company that created it. For example, a PSA that provides fishing information differs from a paid ad that promotes the sales of fishing products. Most PSAs are produced by non-profit organizations, but commercial, for-profit organizations may also use them to promote non-profit activities and events. There is no charge to run a PSA, but the publication or station decides if it is worthy of inclusion and when and where to broadcast it.

Remember to answer the "five W's":

- *who*
- *what*
- *when*
- *where*
- *why*