

# Parties, People & Pixels

## **Event Press Release 101**

Sometimes it falls on an organization to provide a reporter or publication with information on their event, as a publication won't be able to attend every event. Therefore, you will need to provide copy and photos to a publication to have the best chance possible of being printed.

### **Tip!**

*Don't include confetti as an "attention getter." It will get you the wrong kind of attention!*

### *Stick to Basics*

Make it as quick and easy as possible for the reporter to review. Event press releases don't need a lot of background information.

### *The 5 W's*

Make sure it has the five W's: Who, What, When, Where and Why. A bullet list gives you the best visibility. Expand on the list with a paragraph that sums up the event.

### *Pre- and Post-Event Releases*

Send a release before the event to encourage coverage of the event itself. Send one after that tells the highlights and offers photos.

### *Be Clear and Accurate*

Double check your dates and addresses. Provide a landmark or extra details about an address, like a cross street, exit, etc.

### *Don't Promise What You Can't Deliver*

If a celebrity is invited but not confirmed, don't promote their attendance as confirmed until it is.

### *Follow Up*

Always follow up with a phone call or email. Letters can get lost, emails go astray or get deleted.

### *Keep the Audience in Mind*

Consider the demographics of the publication (print or online). Tailor your release to their audience.

### *Say Thanks*

A note of thanks is always appropriate when the reporter does a story. Let them know that they have helped feed the hungry, house the homeless, etc.