

SPECIAL REPORT \* SPECIAL REPORT \* SPECIAL REPORT

How to  
**Get Media Coverage**  
Even Without Contacts



A Step-by-step Event Publicity Guide

Courtesy of

[COPYCLIQUE.COM](http://COPYCLIQUE.COM)



Get Media Coverage  
Even Without Contacts

## How to Get Media Coverage – Even Without Contacts

### A Step-by-step Event Publicity Guide

For Small Businesses, Internet Entrepreneurs, Musicians and Fine Artists

By Jewel Jones | <http://CopyClique.com>

If you're a small business or service, an artist, or non-profit organization with limited dollars for marketing and promotions, not to worry: You can still get media coverage for your special event. Even if you're just starting a business, planning your first art exhibit or music video viewing, or launching a campaign for an important new cause, there are PR strategies that can result in publicity for an activity you're not certain the media will support.

Sure, it helps to know decision-makers at your local television stations, newspapers, and radio stations. But in the absence of already having those personal relationships in place, here are the best, proven PR strategies for securing news coverage for special events such as:

- ✂ Retail store grand opening and anniversary festivities,
- ✂ Independent film screenings,
- ✂ Restaurant grand openings,
- ✂ Concerts and music video premieres,
- ✂ Art exhibits, and
- ✂ Fashion shows.



Get Media Coverage  
Even Without Contacts

**M**ake your activity irresistible by involving as many influential "heavy-hitters" as you can



It would be perfect to get an A-lister to speak at your event, and you'll get great publicity if you do!

But there are bright enough stars in your own backyard to invite, and you'd be surprised how willing many might be to take part in local happenings.

Who has the potential to draw the media for publicity?

- ✎ Local elected officials (e.g., the mayor, a city councilman)
  
- ✎ Hometown heroes (e.g., a local who made it onto American Idol, an Olympic hopeful)
  
- ✎ Executive Directors of important civic organizations (e.g., head of the local school district, chamber of commerce)



Get Media Coverage  
Even Without Contacts

## **S**aturate local media outlets with your press material

The purpose of a press release (and related documents) is to sell your event as newsworthy. Make your activity or celebration sound exciting and important.

Try to have a PR professional write your news release. If you can't afford a professional, at least have it proofread by a friend with excellent writing skills and the eye of an eagle.

## **O**nce the document announcing your exciting news is tight, here's how to reach out in an Internet world

✂ The media is now used to receiving press material via email, so consider the Internet your best friend as a time and cost savings.



✂ You also have the option of disseminating an “EPK” – an electronic press kit. An EPK can take the form of a mailed CD-Rom, an emailed newsletter, or a special website link provided in an email.



## Get Media Coverage Even Without Contacts

- ✂ Saving your documents in the PDF file format also is a smart way to present your information. Not only are PDF documents unalterable, they can be attached in your emails to media and look polished and professional.
- ✂ When your budget allows, create an attractive, creatively packaged press kit, too. When mailed in advance, a traditional paper media kit or folder draws greater attention to your information.

**S**et aside quality time for media outreach, diligently following-up by phone and email



Traditionally, this is what's called media pitching or pitching the media. Because here is where your "sales pitch" matters most.

When following-up with the media by phone, you'll often first have to leave a few voice messages: newsrooms are notoriously hectic. Either way, speak enthusiastically about what's taking place, and drop the names of VIPs you're expecting to attend or participate.



## Get Media Coverage Even Without Contacts

**T**he media has arrived at your special event, but that doesn't guarantee you publicity

A fire, a crime, a strike, a natural disaster – all of these occurrences can crop up and bump your story aside at the last minute, even though a reporter or camera crew may have shown up.

Advanced planning is your best tactic for increasing the likelihood the publicity you seek actually makes it on TV news or in the newspaper. A few tips:

✎ Keep in mind that print and television rely heavily on visual appeal. They look to capture some type of action, so be sure to build plenty into your special event. An enthusiastic speaker, jazz band performance, or symbolic ribbon cutting all can help ensure that decision-makers back in the newsroom like the images they see.

✎ A VIP's words are like rare jewels. The media and their audiences love the "sound bites" they provide explaining the action. So, have a variety of interview subjects prepared in advance to speak with the media.





Get Media Coverage  
Even Without Contacts

- ✂ Provide your event participants a written summary or talking points suggesting what they might say about you when interviewed.
- ✂ Also, be mindful of the noise level and move interviews off the side or another room if necessary.

**Here's Wishing You the Best Luck Getting the Media Out to  
Your Exciting Event!**



**CopyClique.com** is an online writing and publicity service for small businesses, artists, and Internet marketers. We offer a strategic menu of media relations and writing services including SEO article writing, ebook ghostwriting, website and brochure copywriting, and media outreach online and in cities nationwide.

For more information about how Copy Clique can help reach your publicity and promotions goals, visit <http://CopyClique.com> or write [copyclique@gmail.com](mailto:copyclique@gmail.com).