

DIY MEDIA KIT - Tips For Event Organisers



How to promote your event through the media

THE TIMELINE

The timing of communicating your event information to local media is key. Busy journalists need enough notice of your event to schedule a story, and a reminder closer to the event helps put your event front of mind for any What's On sections in print, on radio and online.

Media such as daily newspapers and radio have a relatively short lead time, so about two weeks to 10 days out from an event is usually enough time to provide your information for the daily news cycle.

Long lead media, such as monthly or quarterly magazines need much longer advance notice - about three to four month ahead of the event.

6 – 8 weeks before your event:

Write and distribute a media release (*see how-to guide below*) via email to your local media list. Identify a story angle that you think might appeal to a particular publication or outlet, tailor your email with a brief overview of your story idea and include links to **good quality** images or video you have available. Keep your release short, no longer than five paragraphs, and do include an eye catching image in your overview. **Make sure to include all details including website or Facebook links as well as mobile contact number/s for more information or interviews.**

Follow up your media release with a phone call to your top targets a few days later to ensure your information has been received and has the attention of the target editor/journalist/producer.

4 weeks before your event:

Email a reminder to your list that your event is coming up in the next month, reattaching the media release with any updates or new images, again, offering a **succinct descriptor of the event in the body of your email (including key date/time, venue, cost and booking details).**

10 days- 1 week before your event:

Email a reminder that your event is coming soon, and suggest an event spokesperson or other local personality involved in your event for interview.

2-3 days ahead of the event

Contact radio stations offering interviews to promote the event. Make sure whoever is doing the interview is a competent and articulate speaker and will represent the event well. Ensure web address or FB pages are highlighted as calls to action for listeners.

THE MEDIA RELEASE

A media release should convey the most important details of your event to the media and is designed to entice them to cover the news/story.

Top tips for writing your release:

- Keep your release short – one page max
- Keep it simple – busy journalists want the information quickly and will contact you for more details if they need them
- Think about your key messages and which media organisations you are targeting, to ensure you are including the most relevant and most interesting information
- Create a snappy one-line heading and include the most important details in the first paragraph
- Nominate a spokesperson who will best communicate your key messages about the event in any interviews – choose someone who is readily available, knows all the facts and is articulate. You may wish to include a brief written quote from your spokesperson in the release to emphasise your key messages
- Include your email and phone contact details at the end of the release for any media enquiries
- Have strong, high-resolution images and video if available. Most media now have an online presence including radio stations happy to receive and run suitable video content

IMAGES

A strong image can make a big difference to how much prominence media give to your event.

Top tips for choosing images to promote your event:

- Images for print must be high-resolution (minimum 300dpi, ideally 3 - 5mb for emailing, **although sharing images by link is a better, faster way to deliver multiple images the journalist simply has to click once to open**). Choose clear, lively images in focus
- Landscape orientation are generally preferred, but consider making a portrait image available
- Consider your target audience and what is likely to appeal to them;
- Choose an image that immediately conveys the what your event is about and what visitors can expect e.g. casual alfresco festival versus formal dinner
- For images featuring people, choose shots that look natural rather than overly staged shots;
- Avoid images that are too busy – think about how your image will look if resized for publication.

DISTRIBUTION AND FOLLOW-UP

Email is the best way to distribute your media release. If you have time, send personalised emails to each media target. Otherwise, ensure you BCC your distribution list.

In addition to this kit for event organisers, see the separate tab for TNE's regional media list, which is updated regularly.

Maximise the chances of your release being read:

- Include MEDIA RELEASE and the subject line of your release in the email subject
- Copy your media release into the body of your email. Attach also as a PDF (otherwise Word document), ensuring that it's an emailable size
- Follow up your media release with a phone call to your top targets a day later and ideally within the week. Be conscious that journalists are busy and may be on deadline when you call. Introduce yourself and ask if they have a brief moment to chat (or, if they are on deadline, if there's a good time to call back). Always have a reason for your call – e.g. to offer an event spokesperson or other local personality involved in your event for interview or to offer high-resolution photos, etc.

Social media

Social media is key to promoting your event to your community and beyond to media networks.

As well as targeting professional media outlets/journalists, bolster your event promotion campaign by creating event pages or profiles on Facebook and Instagram and keep a flow of information and appealing images flowing. Make sure you include FB and Insta tags on all media releases too so media can share via their own channels.

Media hosting

Consider inviting a suitable journalist to your event to give them first-hand experience. Media hosting should be viewed primarily as a relationship-building exercise, though it's worth reconnecting with the journalist ahead of your next event to pitch a story angle.

Either way, if media do attend your event, ensure there is someone on hand to manage and facilitate any requests for information, interviews and photo opportunities.

SAMPLE MEDIA RELEASE, FROM THE 2019 FEAST HIGH COUNTRY FESTIVAL

Feast High Country Festival returning 3 May



- Sensational produce, producers, chefs, makers & brewers in packed program of events
- 40 amazing events around the region
- Experience the beautiful scenery of North East Victoria
- Hands-on classes with the experts, village bonfires, dinners intimate & grand

Come join our table!



Some Feast High Country legends recently got together at The Kilnhouses in Eurobin. They are, left to right: Fred Pizzini (Pizzini Wines, King Valley), David Ritchie (Delatite Wines, Merrijig), Emma Handley (owner/chef Templar Lodge Mt Beauty), Michael Ryan (Provenance, Beechworth), Patrizia Simone (Simone's Cooking School, Bright), Katrina Pizzini (A Tavola Cooking School, King Valley), Ben Kraus (founder Bridge Road Brewers Beechworth), Simon Arkless (head chef, The Terrace at All Saints Wahgunyah), Ceridwen Brown (founder Milawa Cheese Co.) Katherine Brown (winemaker, Brown Brothers, Milawa).

Full flavoured region-wide festival returns 3 - 19 May

www.feasthighcountry.com.au

@feasthighcountry #feasthighcountry

Pull up a chair and join Victoria's High Country's best producers, chefs, winemakers and brewers at a mouthwatering, region-wide Feast Festival this May.

The very best of the High Country's renowned food and drinks will be showcased in a packed program of events that will celebrate both the outstanding natural beauty of the mountains, valleys, vineyards and villages of the region and the incredibly talented folk who bring it to your table.

Feast High Country Festival is in its **seventh year in 2019**, offering a perfect excuse for a road trip. Ride a horse, pedal a bike, take a hike and even paraglide to **more than 40 delicious events** at cellar doors, village cafes, Hatted restaurants, amongst the vines and by the light of blazing bonfires from Mansfield to the King Valley, Beechworth to Bright, Rutherglen to Mount Beauty, Corryong to Falls Creek.

- **Highlights of this year's Feast Festival program around the region include:**
Patrizia's Harvest Forage with foodie royalty, Patrizia Simone. Take an early morning walk around Bright foraging for ingredients for your lunch then get the lowdown from this celebrated High Country chef on how to turn your found produce into a five Italian course feast.
- ***Fermentation Degustation:*** Bridge Road Brewers Beechworth founders Ben and Maria Kraus host a four course matched dinner with a difference, where fermentation is the hero of the night. Each course made by and introduced by local experts: Louise Ritchie (Silver Creek Sourdough), Kimchi from Hatted chef, Michael Ryan (Provenance of Beechworth), incredible, authentic Austrian strudel from Maria Kraus and of course Ben's own lovingly brewed beer.
- In Merrigig, join winemaker David Ritchie in a toast to the **50th anniversary of Delatite Wines**, including a five course degustation dinner paired with some very special wines from the depths of the cellar.
- ***Lunch With Three Italians*** at Pizzini Wines in the King Valley. Italian food, wine and opera are on the menu with food by Adam Pizzini of *Rinaldo's Casa Cucina*, Pizzini's own Italian varietal wines, and opera courtesy of the amazing Catherine Pendelich and Ced Le Medelo.
- Back by popular demand! ***The Tweed Ride*** in Rutherglen, where the theme is vintage - clothes, bicycles and wines and the easy pedal includes outstanding food and wine experiences along the way including lunch at Stanton & Killeen.

And that's just for starters! Check out feasthighcountry.com.au for full details and make a cunning plan!

[CONTACT INFORMATION ETC HERE](#)