

## **Top Public Relations Tips – Promoting 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 diary snippets in newspapers or radio segments.

For media such as daily newspapers and radio, with a short lead time, the below timeline is a good guide. (For “long-lead” media such as monthly and quarterly magazines, you should first make contact 3 – 4 months before your event.)

#### ***6 – 8 weeks before your event:***

Write and distribute a media release via email to your local media list. If you have 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.

Follow up your media release with a phone call to your top targets a day later but ideally within the week.

#### ***4 weeks before your event:***

Email a reminder to print media that your event is coming up in the next month, reattaching your media release and offering a succinct descriptor of the event in the body of your email (including key date/time, venue, cost and booking details). Offer to provide a high-resolution image.

#### ***2 weeks before your event:***

Email a reminder to radio outlets that your event is coming up in the next month, and suggest an event spokesperson or other local personality involved in your event for interview.

### **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 is ideal;
- 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;

## DIY MEDIA KIT For Event Organisers



- 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 imagery from previous/similar events on hand to offer to media in follow-up.

Tourism Victoria's *Working with the Media* guide offers some additional tips on page 5.

An example of a well-written event media release is provided at the end of this kit.

### IMAGES

In today's fast-paced media cycle, the old adage “A picture paints a thousand word” has never been more relevant. 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 1 – 6 MB for emailing). 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 nature of your event 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.

This DIY Media Kit includes a Local Media List, which will be updated quarterly.

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 your media release 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.

## **OTHER ACTIVITY**

### **Social media**

Social media is another key platform for promoting your event to your community network and beyond. Consider creating event pages or profiles on Facebook and Twitter, ensuring that you make regular updates to generate an ongoing conversation with your followers.

With a large number of media organisations and individual journalists using social media, it can be a good way to connect with the media community in a more informal environment.

New to social media or still learning the ropes? The Australian Tourism Data Warehouse *Tourism e-kit* ([www.atdw.com.au/tourismekit.aspx](http://www.atdw.com.au/tourismekit.aspx)) includes a suite of at-your-own-pace training modules on social media. These are a great starting point for operators wishing to learn more about how to make social media work for your business, and deciding which platforms are right for you.

### **Media hosting**

Consider inviting a key 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 you have a key contact at the event to manage any media enquiries such as interviews and photo opportunities.

**SAMPLE MEDIA RELEASE**

**Media Release**

**1 March 2012**

***Victoria's Original Wine Festival now in its 38<sup>th</sup> Year***

Rutherglen is again the place to be on the June long weekend for **RUTHERGLEN WINERY WALKABOUT**, the renowned wine festival in North East Victoria, **June 9 & 10, 2012**.

For just \$25, wine lovers can purchase their 2012 official **Rutherglen Winery Walkabout Tasting Glass** from any of the 20 participating wineries and it's the ticket to spend the Queen's Birthday Weekend tasting the latest new release wines and indulging in some friendly, country fun with an action-packed program of events.

From crisp Rhone-style table wines to warming reds and world-class Muscats, **Rutherglen Winery Walkabout** is a great way to taste and compare some of the best new wines coming out of Rutherglen. It's also a great opportunity to try some of the new wave of Rutherglen table wines that have been creating a buzz in wine circles of late! Rutherglen has long been known as a MECCA for fortified wines but this now equally applies to the fantastic range of table wines.

Team this with great entertainment and live music, gourmet dinners and burgundy breakfasts, and some fantastic community events like barrel racing and the infamous Rutherglen grape stomp, and you have a host of fun events over the Labour Day long weekend for the whole family to enjoy. The excitement of Victoria's original wine festival is palpable.

Other special events held over the fun-filled festival weekend include the famous **Cofield Wines Sparkling Burgundy Breakfasts** (Saturday June 9 & Sunday June 10 provided by *The Pickled Sisters Café* (ph: 02 6033 3798) or **Lake Moondemere Vineyard's** laid-back **Bonfire Breakfast** - Monday June 11 (ph: 02 6032 9449) served with a decadent breakfast and the star attraction – their Late Harvest Biancone.

While Rutherglen Winery Walkabout is celebrating its 38<sup>th</sup> anniversary this year making it Victoria's oldest wine festival, the event seems to get younger, fresher and a bit funkier each year (as do the winemakers!).

A **Winery Shuttle Bus** between all 20 wineries is available each day (\$25 per day) with pick up and drop-off in Rutherglen, Wahgunyah & Corowa or \$30 per day for pick up from outlying areas Lavington, Albury Wodonga, Howlong, Mulwala, Bundalong, Chiltern, Wangaratta and Yarrawonga. A Designated Driver Reward Campaign, sponsored by TAC, operates all weekend with information available at participating Winery Walkabout Wineries.

Festival-goers can hop on and off as they like in a safe and easy tour of the wineries!

For more information on the **Rutherglen Winery Walkabout Weekend** and accommodation options phone the **Walkabout Event Hotline on 1 300 787 929** or visit [www.winemakers.com.au](http://www.winemakers.com.au) for more details and updates.

**DIY MEDIA KIT**  
**For Event Organisers**

**TOURISM  
NORTH  
EAST**

**SAMPLE EVENT IMAGES**



**La Dolce Vita, King Valley**



**Hotham Challenge Ride, Mount Hotham**



**The Sweet Cycle, Rutherglen**



**Kangaroo Hoppet, Falls Creek**