

Promote the Event

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
<p>INVITE THE MEDIA Create a targeted media list. The goal is to target reporters who cover beats such as, health, substance abuse, education, family, parenting, teens and young adults. Bacon's Media Source (www.bacons.com), Burrelle's Media Directories (www.burelles.com) and the News Media Yellow Book (www.leadershipdirectories.com) are great sources for media contacts. Send a media advisory to reporters the week before the event, and be sure to follow-up with phone calls. Review the sample Media Alert, located in the Media Outreach section of this Toolkit.</p>			
<p>PROMOTE THE EVENT TO A BROAD AUDIENCE Ask your partners to help you promote the event. Use their communication outlets to get the word out. Post flyers in stores, community centers and other venues; create slides and have them aired in movie theaters; list the event on community calendars; and create an event page on Facebook and invite your Facebook fans/friends to attend.</p>			
<p>CREATE PRESS KITS Your press kits should contain a media advisory or news release, a fact sheet with local Rx statistics, speaker biographies and case studies and other reports. Be sure to check out the Media Outreach section of this Toolkit for templates and camera-ready materials.</p>			