



HOW TO CONTACT THE BROADCAST MEDIA

Announcements for Event Calendars, Show Schedules, Etc.

Do a web search and identify broadcast (TV, radio, podcasts) media in your area and go to their websites to obtain contact information. Many will have a menu item labeled "**submit an event**" or something similar. If there is no submission form, contact the station and ask to speak to the person who handles public announcements. Ask how to submit information. Be prepared to post a picture as many sites allow that.

- If they have a "submission form," use it.
- Be brief but give complete information.
- Type of event – Show, Display, Meeting, etc.
- What's unique about the event/what will people see, experience, get, etc.?
- Where?
- When - day/s and time/s
- Contact information. Some event listings require an email or phone number.

The intent here is to stimulate interest at the station in attending the event or conducting an interview with your representative to be broadcast live or recorded for later use.

Submit to the same person mentioned above or to the station manager by mail or an email address obtained via a web search.

A Press Release on an Event should include:

- Interesting brief headline
- Name and description of the event
- Identify sponsorship
- Where, when, etc.
- Contact information
- Be brief but interesting
- Remember your audience
- Provide appropriate photos or graphics.

Example:

Hey Dan,

Want a trip into the wacky world of buttons and button collectors??? Please bring your camera and visit us at (SITE, DAY, TIME). Speak to clothing or military button collectors and see why locals collect these miniature works of art. Want history? You got it! Want art? You got it!! Want button crafting ideas? You got it! Want to visit with a person who travels around the country selling buttons? You got it! Want to give your audience a FREE event to visit during the upcoming weekend? You got it!

I hope to hear from you soon.

