

## Newspaper and Magazine Publicity

One way to get a story written about your upcoming event is to send a press release (also called a “**news release**”) to a writer, magazine editor, or the editor of the appropriate section of the newspaper. Depending on the event, that might be the Entertainment section, Business section, Lifestyle section, or another part of the paper. (If the editor’s name is not published in the paper, you can call and ask the receptionist.)

Your press release should be written so that it could be published “**as is.**” Read the magazine or section of the paper where you would like to be published and use a **similar writing style** for your own news release. Here are some tips for writing a press release:

- Make sure the press release is **newsworthy**. A large community festival is newsworthy. A business meeting is not, unless something unusual is on the agenda or someone interesting will be speaking.
- Give your press release a strong lead paragraph that answers the six main questions: **who, what, where, when, why, and how.**
- Include **factual information** about the event. Remember, a press release should read like a news story, not an advertisement.
- Keep it short. Aim for a maximum of **500 words.**
- Include contact **information** at the end of the press release so that reporters and readers can get tickets.

Some more suggestions on how to write a press release are available at:

**Inside Secrets for Writing the Perfect Press Release**  
<http://www.publicityinsider.com/release.asp>

The sample news release below is adapted from the *Publicity Insider .com Guide to Becoming a Massage Therapist*, by Sharon A. Alfonso, LMT.

## Sample News Release

Thelma Therapist  
ABC Massage Therapy  
123 Health Lane  
Anytown, USA 12345  
(555) 123-4567  
therapist@email.com

For Immediate Release

January 4, 2005

### **Free Workshop on *the Power of Touch***

A free workshop demonstrating the power of touch will be given at the Anytown USA Chamber of Commerce, located at 1234 Business Road, on January 11, 2005 from 7 p.m. to 9 p.m.

Thelma Therapist will share results from a number of research studies involving massage therapy, including premature babies, the elderly, and colic, diabetes, depression, and sleep disturbances. The latest research proves the efficacy of massage.

Ms. Therapist, in practice since 2000, will talk about the positive effects massage can have on pain and illness, as well as an overall wellness tool for everyday life.

She graduated from The Massage Institute in Anytown, USA.

For more information, call the Anytown USA Chamber of Commerce at (555) 123-7654.

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## Invite the Media to the Event

To get media to cover the event, contact the **assignment editor** at TV stations, the **news director** at radio stations, and the appropriate editors at magazines and newspapers. Remember to include any **“society”** columns which might run a photo of the organization executive members and guest speaker.

A good way to invite the media is by sending a **media advisory**. This is a one-page document which you can fax, email or mail. The following template is provided by Real World PR.

### Sample Media Advisory Format

**For Immediate Release**

**\* \* \* MEDIA ALERT \* \* \***

**\* \* \* PHOTO OPPORTUNITY \* \* \***

**[Headline Goes Here, Initial Capped, Bold and Centered]**

**WHAT:** [A brief description of the event goes here]

**WHO:** [Key players in event]

**WHEN:** [Date, day of week, and start and end times of event]

**WHERE:** [location and address and site location go here]

**BACKGROUND:** [Additional background about event goes here (if necessary) or company boilerplate (a brief description of the company, and any information you want readers to know about it, such as what type of business it is in, what its annual

sales are, where it is headquartered, where branch offices are located, the number of employees, etc.)]

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**For more information, contact:**

[contact information goes here]



Make sure you are prepared to work with any media that attend the event. You should have: a volunteer or staff member to assist them, someone they can inter- view, and media kits. A media kit is a two-pocket folder (either purchased from a stationery store, or printed with your client's logo) with information about the event and the organization.

It may include:

- News release
- Fact sheet
- Backgrounder
- Brochure
- Biography of the CEO or celebrity speaker
- Photographs
- Photocopies of news stories about past events
- Small promotional items (e.g. bookmark, postcard, etc.)

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