

## Publicity

### Publicity before the Event

The **best** way to market an event– with the greatest number of attendees for the lowest cost – is to get free media publicity before the event. While you don't have the final say over what gets reported, the exposure can give a tremendous boost to ticket sales.

To market your event, submit a summary of your event details (date, time, theme, cost, what's happening, etc.) to any upcoming events columns in local newspapers and magazines. If your client is a non-profit organization, type "Public Service Announcement" at the top of the notice, and send it to radio stations and cable TV stations as well.

If you have a celebrity, speaker, or an articulate entertainer who will be appearing at the event, contact local media to arrange interviews before the event. Long distance telephone interviews can be done by local newspapers and radio stations. Newspapers can do interviews by email as well.

### Radio Interviews

**For radio**, contact talk show producers, news directors, or morning show hosts, depending on who you think would be most interested in your topic. When you contact them, be sure to emphasize how much the show's audience will benefit from an interview. Keep in mind that they are not interested in giving you free advertising – their ultimate goal is to improve their ratings, so anyone they interview should be dynamic and interesting.

Also, keep in mind that many station employees are overworked and underpaid. If you can **make their job easier** you are much more likely to land an interview. The best way to make their job easier is to include a list of "**frequently asked questions**" with the letter or news release you send them. This is a list of questions that you think listeners might like the answers to. For example, to promote a Singles Conference, you can include questions such as "What are the best places to meet new people?"