

How to promote events in the press



Why media promotion matters

Getting the news of your event into the local paper is a great way to:

- reach new audiences.
- attract more people to your events.
- tell people about your organisation.

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Planning tips

Create a media list

- You need to pitch your press release to the right journalists and media outlets.
- Don't just target your one local paper – do a internet search for local papers and online sites that cover your area. Look for community newsletters and Council community event pages.
- Think about contacting local radio stations and local community websites like [InYouArea](#), or [meetup](#).
- Search for the journalists responsible for covering local events.

What type of press release are you sending?

1. Information about an event before it takes place so that the event can be advertised to the local community.
2. An invite to the press to attend an event.
3. Information about an event after it has taken place.

You will usually be sending either type 1 or 2 but you may also want to send out a press release after an event to highlight the work of your organisation and show the impact your events has on the community.

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What should be in your press release?

Headline

Arguably the most important element of your press release, you need to grab the attention of the reader so make your headline descriptive, short and something that would make you stop and read on.

The five Ws

Include at the top of your press release, ideally in the first paragraph;

- WHO** is holding the event and who is the event for?
- WHAT** is the event about?
- WHEN** is the event taking place?
- WHERE** is the event taking place?
- WHY** is the event happening?

Extra bits

- Use the rest of the release to give more information about the event.
- Include a quote from the organiser of the event and if you can, someone who has visited a similar event in the past and benefited from it.
- Include a statistic about cycling – this can add weight to the reasons why the Big Bike Revival is necessary.
- Include your contact details at the end of the press release so that journalists can get in touch with you to clarify any details and find out more.

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Inviting the media to your event

Keep it short – your invite to attend a BBR event does not need to be as long as your press release. Remember to include the five Ws.

Why should the reporter attend?

- How is the event beneficial to the local community?
- Will there be any public figures in attendance they will be able to interview?
- Will they be able to interview attendees?
- Are there opportunities to take photos / videos?!



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Top tips

- Use straightforward language – don't use jargon words or anything that could exclude people outside your area of expertise. Avoid using lots of adjectives. Media articles are fact based not literary works.
- Attach an image – a paper is much more likely to publish your story if you have a great image to go along with it.
- Be concise - try to keep your press release to one page.
- Proofreading – Make sure to get someone else to proofread your press release before sending it out.

