

Tips for Securing Media Coverage for Events

- Contact your local cable access TV station and ask to have your event information put on their rotating calendar of events. For a list of local cable access channels contact the Community Television Association of Maine at (207) 767-7615 or email info@ctamaine.org.
- Many cable access channels will accept a JPG file with your event info. Size the image file to be 720 x 240 at 72 dpi.
- Maine radio stations have local community programming that they record during the week and then air on Sunday mornings. Contact your local radio station and ask if you can be interviewed on their public service program. A list of Maine radio stations can be found here: http://en.wikipedia.org/wiki/List_of_radio_stations_in_Maine
- If your event appeals to a large audience or is an annual event, contact your local newspaper to do a preview. A list of Maine newspapers can be found here: http://en.wikipedia.org/wiki/List_of_newspapers_in_Maine
- Provide an "angle" for the story. Offer an exclusive interview with one of the vendors or special guests attending your event. Inviting media to a preview event or first access is a great way to get coverage and build anticipation.
- For newspaper, if they don't do a preview of your event, be sure to send photos after the event so they can publish them and you can build interest for future events.
- Many newspapers have an e-mail address where you can send photos from your event. For example, The Kennebec Journal and Morning Sentinel community event email is: happening@centralmaine.com.
- Always be sure to have a one-page fact sheet about your event for your interviews. Your talking points (that can be on the same document) should be shared with the media contact for the interview at least one or two days before the interview.
- For TV, it is all about visuals. Be sure to have video footage of your event. If you don't have footage, capture photos so you can promote those images next year (not only to the media but also in your marketing materials).
- For most media, email is the best and most time efficient way to share your news.
- Be specific in your subject line. If your subject line looks like spam or isn't newsworthy, it may be deleted before it's ever opened.

- In your email or phone conversation include who, what, when and where details of your event. Include the price or state clearly it's free.
- Reporters are not likely to open attachments. Do not send your news or flyer as a Word document or PDF.
- If you have photos to illustrate your news, be sure to attach them after you have created the initial relationship and they trust your email address. Photos should be JPGs and need to be sized no smaller than 200 dpi.
- Include a description of the artist, celebrity or most notable attraction. Clearly state what makes this event unique or newsworthy.
- Plan in advance. You should send information on your event to media at least two weeks in advance. For larger events you can start pitching or sharing information up to three months in advance (think about the long lead time for magazines).
- Post any coverage from media on your website or social media sites. Re-sharing content adds value to your event and provides the media with more traffic to their website as well.

Posting your events online

Information to have ready:

- Event name, date, time, and cost
- Contact Name, telephone number, email and website address
- 3-5 sentence description
- Photo if possible

Where to post:

- Town/City website
- Local chamber of commerce website/e-newsletter
- Local papers
- Magazines

Online examples:

- Portland Press Herald/Maine Today Media – <http://calendar.maintoday.com/events>
- MPBN - <http://events.publicbroadcasting.net/mpbc/events.eventsmain>
- Yankee Magazine - <http://www.yankeemagazine.com/submit-an-event>
- VisitMaine.com (Maine Office of Tourism) - <http://maine.bvk.geoconsensus.com/login/>

Helpful hints:

You may need to create an account to post events on certain outlets. There is no cost to create this type of account. When creating accounts:

- Use general email, telephone and other contact information for your organization
- Create a spreadsheet with the publications' name, website address and login information for all of the calendars that you post to for easy reference