

MEDIA 101: PLANNING A PARTY FOR THE MEDIA

Plan your event. ... a tour ... a new acquisition ... exhibit.

The media part should take place at a time best suited to the media.

A morning on a weekday is the best time period.

- Afternoons are OK ... the earlier the better.
- Evenings and weekends are not good.

Send out an invitation (an advisory) to an event.

Keep it simple ... make them come to get the story.

Invite all media in your area.

- Don't give one the story ahead of the others.

The media advisory/invitation can be faxed or sent as an attachment with an email.

- Send the release out two weeks in advance
- a reminder two days prior
- call the morning of the event if you wish.

Welcome them when they arrive and give them a press kit to take away with them.

- Include the facts about the event ... don't write the article for them.
- Give them background information ... brochures ... fact sheets.
- Include visuals on a CD or print copies.

Make sure all the media have opportunities for visuals.

Have someone who is comfortable talking to the television cameras.

This person represents your institution and should be articulate and not shy.

- Food is not required / tea, coffee and cookies only if necessary.
- Don't waste their time.
- Start event as scheduled.
- You can't force them to come.
It will depend on their workload and other events.
- Build relationships with the media.