



How to Spread the Word About Your Event
Suggestions for Promoting your Pancake Breakfast with the Media

BEFORE YOUR EVENT

- Make a list of your local newspapers, online news sites (e.g. Patch.com) and television and radio stations:
 - At your newspaper, we suggest alerting both the photo desk and community news editor or the person who covers local events about your upcoming event. Calendar listings are also a great way to alert the public – simply submit your event on your local newspaper's website in the Calendar section.
 - To alert your local television and radio stations, you can look online for the email to either news assignment or news desk. They tend to have general mailboxes like news@WPIX.com that will funnel news to the appropriate contacts so getting a name isn't always essential. If your event is on a weekend, just be sure to specify that you'd like to speak with/email the "weekend desk."
 - If their e-mail addresses and phone numbers aren't easily found online, call the outlet's newsroom and ask to speak with the journalist directly. The phone number for the newsroom is typically found online.
- Create a media alert using the template on KrusteazGivesBack.com, which allows you to simply insert details about your organization and fundraiser.
- Three to five days leading up to your event, send your media alert via e-mail to the members of the media you are targeting. Follow up with a phone call one to two days before your event. Please note that community calendar/events listings take information much earlier, so send details as soon as possible.
- Remember to share with the media as much newsworthy details as possible about the event (Is a local celebrity or hero attending? Will you have a raffle at the event?) and how it will benefit your organization and the community. You can also offer to set up an interview with the head of your organization.

AFTER YOUR EVENT

- Follow up after the event with media by sending them a press release with final details about your event – how much money was raised, how many people attended, etc. A press release is an official statement issued to news media giving them information about a newsworthy event or announcement.
 - Include photos from the event with your follow up e-mail and be sure to include clear captions. Print outlets usually require high resolution images, which are large

- enough to print clearly (your contact at the media outlet can provide you with image specifications).
- Send the release and photos to media who did not attend, in addition to anyone who did, in case they couldn't attend but still wanted to cover it.
 - You can find a press release template that you can customize to your event on KrusteazGivesBack.com.