

10 Steps to Organizing a Successful Media Event

- 1. Simplify Your Message.** Identify one simple message that you want to communicate and that you can cover in one phrase. For example, “Millions to celebrate America Recycles Day tomorrow.”
- 2. Select the Right Media Event.** Sometimes your media event alone can carry the day. For example, the governor may be appearing to endorse America Recycles Day. More likely, you will have to “create” your event. For example, you could hold the event at an elementary school where every student is to bring something to school to be recycled or you can partner with a local store to highlight recycled content products.’
- 3. Pick the Right Time.** News staffs are usually light on weekends and after Friday deadlines, so stage your event Monday-Thursday between 10:00 a.m. and 2:00 p.m. if possible. If interesting visuals are part of your media event, aim for 5:00 p.m. or 10:00 p.m. and try to secure live broadcasts at the scene.
- 4. Find a Good Location.** A location should meet two key criteria. It should be accessible to most of the media you expect to invite. It should help to reinforce your message. For example, a local landfill would be a good visual place to hold a media event about recycling.
- 5. Compile an Accurate Media List.** You would be surprised at how many media advisories are sent to journalists who are long gone. Try to get a list from someone in the market you know. Or select the media you want to cover your event and call to find out who covers recycling.
- 6. Prepare a News Release.** Make your release short, clear and to the point. Most reporters will allow a maximum of 30 seconds for your news to leap off the page at them. So be sure you are leading with your most compelling or interesting information.
- 7. Distribute a Media Advisory.** Utilize the media advisory in this kit for maximum effectiveness. Deliver it by fax or e-mail two to three days prior to your media event, and follow up the morning of your event.
- 8. Rehearse What You Are Going to Say.** It is important to “stay on message” so that what you want the public to know gets across. Try not to get sidetracked at the event.
- 9. Arrive Early and Check Out Details.** Make sure everything is in place long before the media arrives. If Public Address (PA) systems are important, make sure they work. If props are integral, be sure they are there and they work. Be sure every reporter gets a copy of your release. Fax copies to those who did not show up.
- 10. Follow Up and Evaluate.** Call reporters who attended and those whom you invited but did not attend. Ask if you can provide any other information. The day after your event, evaluate your coverage and critique the results.