

## PLANNING MEETINGS:

### III. Internal and External Publicity:

#### A. To your membership:

1. Send article(s) to **newsletter** editor 2 or 3 months before the event.
  - a. Know deadlines and space available.
  - b. Submit “save the date” notices to earlier issues.
  - c. Main article:
    - (1) who, what, when, where, why
    - (2) brief description of the event
    - (3) information about the speaker(s)
    - (4) reservation information (if relevant)
    - (5) directions (if relevant)
2. **Announce** your upcoming event at as many meetings as possible.
3. Use **phone trees** or **email reminders** for major events or last minute cancellations.

#### B. To the community:

1. Contact **neighboring branches, coalition partners, and local community organizations** with an interest in your topic. Ask if they would:
  - a. announce your event
  - b. print your article
  - c. put up posters
2. Print **posters** and place them in locations frequented by your target audience.
3. Post your event on your **web site** and **blog**.
4. Send a **press release** to local newspapers.
  - a. Include:
    - (1) who, what, when, where, why
    - (2) brief description of the event
    - (3) name, phone number, and email of the contact person
  - b. Most newspapers like to be notified of an upcoming event one week in advance. The newspaper uses the press release to write a preview of the event and plan coverage of it.
  - c. Pitch story ideas to appropriate editors (food, education, etc.).
  - d. Learn the name of the **photo editor** and submit a request for photographic coverage of an event one week in advance.
5. Use the free vehicles for visibility in the newspaper:
  - a. **letters to the editor**
  - b. **guest columns/editorials**
  - c. **calendar listings** of monthly meetings
  - d. **meeting reports** (called into the newspaper immediately following the meeting)
6. Contact your local **radio** and **television** stations. Possible results:
  - a. announcements
  - b. interviews
  - c. coverage