Yikes! Your event is fast approaching but you haven’t started getting the word out. Here are the essentials to get information out quickly in Waco.

1. GET ON LOCAL CALENDARS

Here are the wonderful people who keep calendars of Waco and regional events. If you do nothing else, contact these people to get your event on lists detailing the happenings of Waco!

- KWTX: kwtx.com/calendar
- www.centexbeat.com/community-events
- 94.5 The Beat: kwoc.com/calendar
- Wacoan: michelle@wacoan.com
- DowntownWacoTx.com
- ActLocallyWaco.org
- Downtown Waco TX (formerly Chisholm Crossing): https://www.wacotrib.com/calendar/ (submit an event)
- Waco CVB: SusanM@wacotx.gov
- CityCenterWaco.com: Wendy@citycenterwaco.com
- Baylor Lariat: lariat@baylor.edu
- Waco CVB: Carl.Hoover@wacotrib.com
- Waco Tribune Herald: Newsroom: news@kxxv.com
- KXXV: Gracie Beard, gracie.beard@kxxv.com; Larry Holze, larryh@wacotx.gov
- KWKT: news@kwkt.com; Paul Gately, paul.gately@kwtx.com
- KWTX/KBTX: Amy Starnes, astarnes@wacotrib.com; Larry Dash, larrydash@wacotrib.com
- Waco CVB: Larry Lariat, lariat@baylor.edu
- Baylor Lariat: lariat@baylor.edu

2. INCLUDE KEY INFO

The media can be an awesome tool to promote your event for free. Let local newspapers, broadcast stations and radio programs know what you are doing, and make your goal to help them understand why your organization’s (name of event) at (place) on (date) at (time) is (cost of event).

- Description of what your event is about)
- Admission
- Contact: [name, number and email]
- Website
- Social media

3. WORK YOUR NETWORKS

Make sure to keep your members and supporters in the loop. Update them via social media and email. Encourage them to promote your event by word of mouth, social media, or for contests with cool, relevant prizes (i.e. tickets to the event, chance to meet performers/speakers, etc.)

4. PERSONALIZE INVITATIONS

Send personal invitations if possible. Time permitting, designing an invitation makes the announcement feel even more thought-out and personal.

5. SEND A PRESS RELEASE

If you are seriously short on time, to the left is an email template that contains the information you should have collected from the checklist above. Edit, copy and paste the text into an email, add some touches of your own and BAM - hit send!

6. FOLLOW UP WITH EVERYONE

Reminding everyone you’ve told about your event is essential, especially the media:

- Check their inbox. Unless you get replies from the media, assume your emails were not read.
- Send a follow-up email, make a follow-up phone call, etc. - permissions are nice!
- Keep your online information up to date. Website, social media, contact info, things accurate, consistent, and clean at all times.
- Make sure to invite the media to your event, phone the media to ensure they are in the loop. Update them via social media and email.
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HOW TO PUBLICIZE AN EVENT IN WACO

12

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2. INCLUDE KEY INFO

The media can be an awesome tool to promote your event for free. Let local newspapers, broadcast stations and radio programs know what you are doing, and make your goal to help them understand why the public needs to know about your event.

- Remember that busy news journalists are not going to read your whole announcement. Make sure your goal is to help them understand why the media should care. Think “who, what, when, where and why.”
- Make sure the body of your release shows why someone should be interested in your event. Take some time to focus on aspects of your event that are remarkable or unusual. Is this the first event of its kind? Does it bring the community together? Is it bringing awareness to a big issue?
- Your first sentence should summarize the entire release: “[Name] of [Company name] – write a quick description of your organization and mission (50 words or less).
- Contact: [name, number and email]
- Website
- Social media

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Local Event Listings

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- Downtown Waco TX (formerly Chisholm Crossing): https://www.wacotrib.com/calendar/ (submit an event)
- DowntownWacoTx.com
- ActLocallyWaco.org
- WACO TV: Michelle Johnson, michelle@wacoan.com
- The Best: www.wacoan.com/calendar

Local Media Contacts

- PRINT: Waco Tribune Herald: Amy Starnes, amy.starnes@wacotrib.com; Larry Dash, larrydash@wacotrib.com; Chason Carter, chas.on@wacotrib.com
- Baylor Lariat: lariat@baylor.edu
- BROADCAST: KWTX/KBTX: Larry Holze, larryh@wacotx.gov
- Waco CVB: SusanM@wacotx.gov
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For more information, contact: [name, number and email]