

# MEDIA EXPOSURE *for your* OUTREACH EVENT



Media exposure is a free, effective way to get the word out about your event — before it happens and after. Use these ways to alert local media to your event and help ensure they cover it.

## EMAIL

Send a short email to the editor of your local newspaper, news directors of radio stations, and assignments editors of TV stations letting them know about your event. Contact outlets with a community calendar about a month in advance. (Some have an online method to collect information, so check the outlet's website.) Other contact can be made a week or two before your event.



## SOCIAL MEDIA

Increase your pre-event publicity using social media — like Facebook, Instagram, and Twitter. And on the day of or after your event, post photos online to show your success.



Extend your reach by encouraging all hosts — such as physicians, alliance members, and students — to tag and post pictures. Use **@texmed** to tag TMA on **Facebook** and **Twitter**; and on **Instagram**, tag us using **@wearetma**.

## NEWS ADVISORY

Send a news advisory — a brief announcement with the who, what, when, where, and why of your event — in concise bulleted format. Media outlets use news advisories to decide which events to cover. Send your advisory about three days before your event. Be sure to:

- Keep it short (one page or less).
- “Sell” your event — Explain why your event is important to your community and why the media should care about it. Describe who/what they will see if they attend.
- Include a contact name, organization, and phone number — especially for event day.
- Write a brief but compelling headline promoting your event. Use that as the subject line of your email, too.



TMA sends advisories listing events happening across the state during key outreach months. For **Hard Hats for Little Heads**, key months are Brain Injury Awareness Month in March, Child Safety Month in April, Bike Month in May, and Hard Hats for Little Heads Month in October. For **Be Wise — Immunize<sup>SM</sup>**, key months are National Immunization Awareness Month in August and TMA's flu shot push in October. For **Walk With a Doc Texas**, TMA sends a news advisory to hometown media announcing each kick-off walk.

## NEWS RELEASE

After your event, particularly if your event was not open to the public, write and send a one- to two-page news release to share results of your event. News releases resemble brief news articles, written with the most important points first. Be sure to write an attention-getting headline. You also can offer to provide an event photo with a caption.

[texmed.org/CommunityOutreach](http://texmed.org/CommunityOutreach)

**Hard Hats for Little Heads and Be Wise — Immunize**  
**Tammy Wishard**, TMA Outreach Coordinator  
(512) 370-1470

*Be Wise — Immunize is a service mark of the Texas Medical Association.*

**Walk With a Doc Texas**  
**Debra Heater**, Communications Project Administrator  
(512) 370-1390

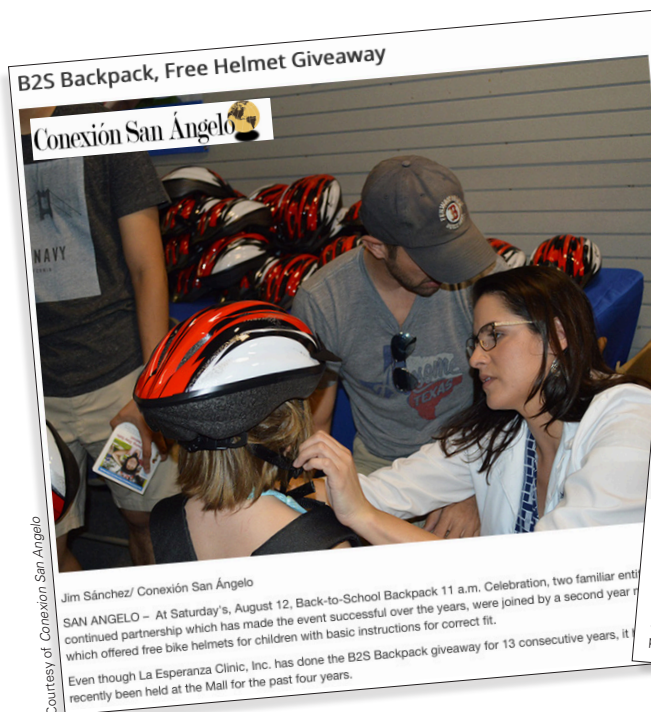


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## KEYS TO SUCCESS

- Have a “hook.” Journalists need to know what you’re promoting and why they should care — the hook. Make sure your hook is relevant to your community, or piggy-back with a timely news item, such as a tragic cycling accident, or a mumps or whooping cough outbreak.
- Contact reporters or editors in the way they prefer. Most want to receive story ideas by email. You can follow up with a phone call to ensure they received your information — and to answer questions or offer assistance. Inform the journalist of photo/video opportunities at the event and potential interviews. Do not expect the reporter or editor to commit to covering your event.
- If you personally know people in the media, use that to your advantage. Contact a local talk show host to suggest an interview before your event, or contact an editor to secure an announcement in a local publication.
- Assign someone to deal with the media and be your spokesperson. Also, plan in advance who can provide interviews (preferably both in English and Spanish) and who can be photographed and videotaped to eliminate potential barriers for the reporter covering your event.
- After your event, send a thank-you to individuals in the media who worked with you.



Texas Medical Association media relations staff are available to offer suggestions regarding media announcements and how to pitch your event to the media. TMA also has sample news advisories and releases you can adapt for your event.

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