

HOW TO SEND A PRESS RELEASE TO THE LOCAL MEDIA

On our website is a sample press release, which you can adapt to promote your event. Here are some suggestions on how to use it:

1. 6-8 weeks before the event, compile a list of local media
 - a. Find out who writes about/covers religion, religion and politics, social issues, youth issues, etc. for your local papers, news radio, and TV stations: Do the papers/stations have a community calendar? Does the community calendar have a deadline? Is there a local Christian radio or TV station, or local Christian weekly/monthly paper or magazine? Is there a specific show that promotes major Christian events?
 - b. Be sure your list includes addresses, fax numbers, and email addresses. Whenever possible, try to find specific contacts, rather than generic departmental phone numbers – like almost everything else in the world, good media relations is all about relationships. Also, be sure to ask what format—email, fax, mail—they prefer to receive alerts and releases
2. Write and format your press release
 - a. First, remember that a press release is not an advertisement, but a notice to the media about your event—an alert. It should be no more than one page, and should provide the basics about your event. Remember, most journalists read only what they have to. The goal of your press release is to stimulate interest, not tell the entire story. If they want more, they will follow up.
 - b. Be sure to type “end” on the first line following your text.
 - c. In the rare case that your release needs to be more than one page, end the first page with –more-, centered at the page bottom and type “end” on the first line following your text.
 - d. Please do not change the portions about Dr. Campolo or his ministry.
3. One person from your organization/church/event should be appointed as your primary contact. This is the first person any media will contact regarding the event and so should be available during office hours.

4. Send your press release to your media list 4-6 weeks before the event. Within 2 days of sending the release, follow up with phone calls to your contacts to make sure that it was received. Be sure that whoever follows up can answer questions and make a case for why this event/Dr. Campolo is unique and worth their time/ink/videotape.
5. Send the press release again 1 week before the event
6. You may want to create a second press release for release the day of the event, which describes what happened. Such a follow-up press release usually contains a statement from a principle in the the story—either Dr. Campolo, your group leader or an attendee who was moved by the event.

Should your media contacts desire a personal interview with Tony, the following is taken right off our website from: <http://tonycampolo.org/request-tony/>

To request Tony for a Radio/TV interview use the Request Tony for a Radio or TV interview form (.doc file). When you have completed this form, please save it as a Word Document and email it to Dr. Campolo's assistant at tcampolospeaker@eastern.edu, as an attachment.

To request Tony for a Newspaper/Magazine interviews please use the Request Tony for a Newspaper or Magazine Interview Request Form (.doc file). When you have completed this form, please save it as a word document and email to Dr. Campolo's assistant, at tcampolospeaker@eastern.edu, as an attachment.