TALKING ABOUT YOUR EVENT

*Worksheet*

Use this worksheet to gather information on press outlets you might ask to cover this event, following along with today’s training session.

**Basics of Our Event**

While reviewing and discussing the sample press advisory, please note the following:

**When and where will the event take place?**

**What is the message?**

**Who are the talkers?**

*Highlight talkers who are public figures and thus already a media draw.*

**How does this event make a national story local?**

**In what media market does this event take place?**

**Tracking Our Outreach**

When researching and contacting press outlets, it is important to track all the information you gather, both from your research and from the actual conversations you have with the press outlet.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Press Outlet** | **Outlet Type** (print, TV, radio, or web) | **Phone Number** | **Email Address** | **How can you upload photos?** (Include the web address and other instructions needed) | **Call Date and Result** |
| *ABC 13 news* | *TV* | *813-234-0693* | *news@abc13.com* | *Go to ABC13.com, click “iReport.” Need 250-word description along with photos* | *7/3: Betty Smith answered, Adding to schedule* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |