

# Gaining Media Exposure for Your Outreach Event

Social and traditional media exposure are a free, effective way to get the word out about your event – before it happens and after. The approaches you choose to promote and report your event may depend on several factors:

1. **Community size.** Smaller communities may be more apt to cover your event in traditional media (television, radio, and newspaper).
2. **Community connections.** If you know someone at a local news outlet, you may have better luck securing traditional media coverage. Or collaborations with a prominent community organization or leader might increase media opportunities.
3. **Circumstances.** Does your event compete with another big news event? Do you want to attract the public to your event, or is it a closed event? Is this a stand-alone event or part of a larger event?

## EMAIL

Send a short email to the editor of your local newspaper or community publication, news directors of radio stations, and assignments editors of TV stations to let them know about your event. If you know a reporter or other key staff person at the outlet, send the email directly to that person. Use a compelling subject line to attract attention and give event details (specific but brief as the reader is likely to just scan the email to determine interest).

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.

## NEWS ADVISORY

Send a news advisory – a brief announcement with the who, what, when, where, and why of your event – in a concise, bulleted format. Media outlets often use news advisories to decide which events to cover. Send your advisory about three days before your event. TMA can send sample advisories to adapt for your event.

Be sure to:

- Keep it short (one page or less).
- “Sell” the event – Explain why the 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.

TMA may send advisories at noteworthy times. For **Hard Hats for Little Heads**, key months are Child Safety Month in April, Bike Month in May, and Hard Hats for Little Heads Month in October. TMA sends a news advisory to hometown media announcing each **Walk with a Doc Texas** kick-off walk and may send an advisory for **Texas BookShare** kick-off events.



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## SOCIAL MEDIA

Increase your pre-event publicity using social media – like Facebook, Instagram, and Twitter. You might want to create a Facebook event page with the time, date, and location to promote in advance. On the day of or after your event, post photos online to share your success (see samples).

Extend your reach by encouraging hosts/participants – such as physicians, alliance members, and students – to share your post or create their own posts. And tag related Family of Medicine organizations: TMA, TMA Foundation (TMAF), and TMA Alliance (TMAA).

- TMA tags (FB/Twitter: **@texmed** / Instagram: **@wearetma**)
- TMAF tag (FB: **@tmafoundation**)
- TMAA tag (FB: **@TMAAlliance**)

## KEYS TO SUCCESS

- Most reporters want to be contacted via email. You can follow up with a phone call to answer questions or explain photo/video opportunities at the event. Do not expect a commitment to cover 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 promotion or coverage.
- Take advantage of websites and social media channels of event collaborators to promote your event.
- Assign someone to deal with the media and serve as your event spokesperson. To simplify event day, determine in advance who can provide interviews and be photographed/videographed (if possible).
- After your event, send a thank-you to individuals in the media who worked with you/covered the event.

[texmed.org/CommunityOutreach](https://www.texmed.org/CommunityOutreach)



### Questions?

Tammy Wishard, TMA Outreach Programs Director  
[tammy.wishard@texmed.org](mailto:tammy.wishard@texmed.org) | (512) 370-1470

## SAMPLE SOCIAL MEDIA POSTS



Had a great time giving out helmets to kiddos today in conjunction with TMA's Hard Hats for Little Heads! Enjoyed so many smiles on their faces, and it felt good to help keep my community's children active and safe.

**[texmed.org/HardHats](https://www.texmed.org/HardHats)**

Thank you to TMA Foundation for funding this program!

**#HardHatsforLittleHeads**  
**#weareTMA #TMAF**



What a wonderful day to walk with our fellow Texans and commit to the health of our great state. Get involved with a walk in your community today!

**[texmed.org/WWAD](https://www.texmed.org/WWAD)**

Thank you to TMA Foundation for funding this program!

**#WWAD #weareTMA #TMAF**