



CREATIVE
WACO

HOW TO PUBLICIZE AN EVENT IN WACO

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!

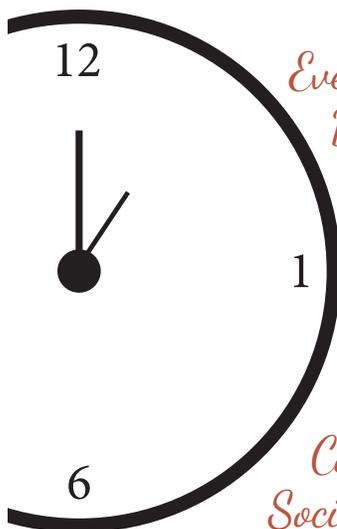
Carl.Hoover@wacotrib.com
SusanM@wacotx.gov (Waco CVB)
Ashleyt@actlocallywaco.org
Wendy@ChisholmCrossing.com
Michelle@wacoan.com
Brodie_Bashaw@baylor.edu (KWBU Radio)



Find more calendars and media contacts at the end of this post!

2 INCLUDE KEY INFO

Whether publicizing on a calendar, in a press release or on social media, be sure to add all the **essential information**:

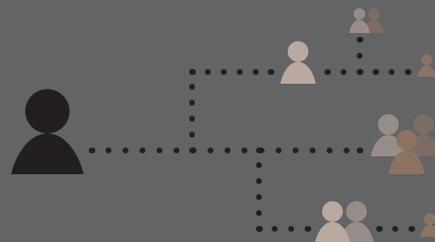


Event name
Description
Date
Time
Place
Cost
Website
Contact info
Social media

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 fun contests with cool, relevant prizes (i.e. tickets to the event, chance to meet performers/speakers, etc.).

Post pictures, blogs, quotes, graphics and video content often, but not too much! A few times a week should be good.



4 PERSONALIZE INVITATIONS

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

You're invited!



Hello (contact name),

You are warmly invited to (name of your organization)'s (name of event) at (place) on (date) at (time)! (name of event) is about (provide a brief description of what your event is about). Admission is (cost of event).

More information can be found at (list website, social media and/or contact info).

Come and bring your friends and family! We'd love to see you there!

(Your name here)

6 FOLLOW UP WITH EVERYONE

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

- Check your inbox. Unless you get replies from news media, assume your emails were not read. Send a follow-up email, make a follow-up phone call, track responses, be persistent – and nice!
- Keep your online information up to date. Calendars, website, social media – keep things accurate, consistent and clear in all channels of communication.
- If there is a change in your event, phone the media to ensure accuracy in reporting, and make online updates quickly for followers.

5 SEND A PRESS RELEASE

The media can be an awesome tool to **promote your event for free**. Let local newspapers, broadcast stations and radio programs know what you're 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 here to promote your event; they are here to find great local stories. Make it really easy for them with a neat, concise press release. Use the media contact list at the end of this post to send your release.

*YOUR
LOGO
HERE*

[Name]
[Company Name]
[Phone Number]
[Email]
[Website]

FOR IMMEDIATE RELEASE

Waco – Descriptive headline here (12 words or less)

Your first sentence should summarize the entire release: what's happening and why the media should care. Think "who, what, when, where and why."

Make sure the body of your release shows why someone would be interested in attending your event.

"Include dynamic quotes from one or two people that the media would be interested in talking to," said Creative Waco. (Be sure to include their titles so the media knows what they do.)

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?

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(This lets them know your release is over.)

Contact: [name, number and email]
[Company name] – write a quick description of your organization and mission (50 words or less).

HANDY HELPERS

Waco is overflowing with people who want to know more about what you're doing! Check out this list of helpful folks and nifty resources for getting your information out to calendars, the media and local blogs with major followings.

LOCAL EVENT LISTINGS

Official Waco App/Waco Convention & Visitors Bureau:
Carla Pendergraft, CarlaP@wacotx.gov

Waco Tribune Herald: Event calendar, goingson@wacotrib.com

Downtown Waco TX (formerly Chisholm Crossing):
Wendy Gragg, wendy@chisholmcrossing.com
DowntownWacoTx.com

Act Locally Waco: Ashley Thornton, ashley@actlocallywaco.org
actlocallywaco.org

Wacoan: Michelle Johnson, michelle@wacoan.com

KWBU Radio: Brodie Bashaw, brodie_bashaw@baylor.edu

94.5 The Beat: www.centexbeat.com/community-events

KWTX: kwtx.com/calendar

KBTX: kbtx.com/community

LOCAL MEDIA CONTACTS

PRINT

WacoTrib: Amy Starnes, astarnes@wacotrib.com (News)
Carl Hoover, choover@wacotrib.com (A&E)

El Tiempo (Spanish & English): tiempo2020@aol.com

Wacoan: Michelle Johnson, michelle@wacoan.com

Baylor Lariat: lariat@baylor.edu

BROADCAST

KCEN: news@kcentv.com

KWTX/KBTX: Paul Gately, paul.gately@kwtx.com;
news@kwtx.com

KWKT: news@kwkt.com

KXXV: Noel Smart, nsmart@kxxv.com; news@kxxv.com

WCCC: Larry Holze, larryh@wacotx.gov

ONLINE

Hooray for Families: bergerpublishing@gmail.com

RADIO

KWBU: carla_hervey@baylor.edu

