Get on local calendars
Here are the wonderful people who keep calendars of Waco and regional events. If you’re not on any, contact them to get your event on lists detailing the happenings of Waco!

Carl Hoover@wacostories.com
ScotHunter@wacothunder.com
Jay Clivill
Athlete@bobbiehua.org
Wendy@chisholmcrossing.com
Michelle@wacoan.com
Ashley Thornton@actlocallywaco.org

Check them out here for followers.

HOW TO PUBLICIZE AN EVENT IN WACO

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

Work your networks
Make sure to keep your members and supporters informed. Update them on social media and use print media to promote your event with word of mouth, social media and your newsletter. Remember these people are here to promote your event for free.

Include key info
Whether publishing in a calendar, in a press release or on social media, be sure to add all of the essential information.

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

Follow up with everyone
An event organizer must feel like a part of everyone’s week. Your event is something, especially the media

• Check your inbox. (unless you got 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 on all media – keep it current!
• If there is a change in your event, please let the media know to ensure accuracy in reporting and make sure to update your Qualis for follow-up.

For printed media, leave the media contact info of your event on lists detailing the happenings of Waco!

You’re invited!

FOR IMMEDIATE RELEASE

[Company Name]

[Name]

[Phone Number]

[Email]

[Website]

[Event Name]

[Date]

[Time]

[Place]

[Cost]

[Place]

[Time]

[Website]

[Contact Info]

[Press release or on social media, be sure to add all of the essential information]

The media can be an awesome tool to promote your event. How to publicize an event in Waco

Remember that busy news journalists are not interested in your event on lists detailing the happenings of Waco!

With local newspapers, broadcast stations and radio programs below, you can get in touch with your local media and make your goal to help them understand why the local event listings

How to publicize an event in Waco

ONLINE

KWBU Radio: carla_hervey@baylor.edu
Wacoan: El Tiempo (Spanish & English): tiempo2020@aol.com
Baylor Lariat: amy_starnes@wacotrib.com
WCCC: Noel Smart, nsmart@kxxv.com; news@kxxv.com
Waco Tribune Herald: Larry Holze, larryh@wacotx.gov
KWTX/KBTX: Paul Gately, paul.gately@kwtx.com; news@kcentv.com
KCEN: Cheryl Drenner, cheryl@kcentv.com
KWTX: Paul Gately, paul.gately@kwtx.com; news@kcentv.com
KBTX: Jennifer Adams, jadams@kwtx.com
KBTX: marketing@kbtx.com
WBAP: Amy Starnes, astarnes@wacotrib.com (News)
Wacoan: Michelle Johnson, michelle@wacoan.com
Wacoan: Michelle Johnson, michelle@wacoan.com

FORM FOR IMMEDIATE RELEASE

[Name]

[Company Name]

[Press release or on social media, be sure to add all of the essential information]

[Website]

[Email]

[Phone Number]

[Company Name]

[Name]

[Phone Number]

[Email]

[Website]

[Event Name]

[Date]

[Time]

[Place]

[Cost]

[Place]

[Time]

[Website]

[Contact Info]