

# HOW TO PUBLICIZE AN EVENT IN WACO

Are you hosting an event and want to tell the community about it? Here are some tips and tricks to help you get information out quickly in Waco.

## 1. ADVERTISE ON PUBLIC CALENDARS

Local calendars are a great way for the public and local news calendars to know what's going on in Waco. Visit [creativewaco.org/calendars](http://creativewaco.org/calendars) for links to other local calendars.

Act Locally Waco  
Facebook Events  
Waco CVB  
Waco Insider  
Waco Trib



## 2. INCLUDE KEY INFORMATION

Whether publicizing in a press release, social media post or flyer, be sure to include the following information:

**EVENT NAME, DESCRIPTION, DATE, LOCATION, TIME, COST, WEBSITE, CONTACT INFO, AND SOCIAL MEDIA.**



## 3. WORK YOUR NETWORK

Remember to keep contacts and supporters in the loop. Update them through email and social media for the weeks upcoming to the event. Encourage them to promote your event in creative ways. For example, eye-catching flyers or engaging social media content like giveaways.

Create eye-catching graphics and "shareable" social media content like reels and giveaways. Share about the event from your POV by writing feature stories for local blogs or pitching to local podcasts.



## 4. PERSONALIZE INVITATIONS

Creating an engaging invitation in a timely manner is very important when promoting an event. Mailing or sending e-invites seem even more intentional.

Tip: If you are short on time, email invitations are also effective. To the right is an email template that you can use to create invitations by simply using the copy-and-paste tool. Just fill in the blank information and your invitation is good to send!

### YOU ARE 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!

Sincerely,  
(Your name here)

## 5. SEND OUT PRESS RELEASES

The media is an awesome way you can promote your event for FREE! Let local newspapers, broadcast stations and radio programs know what you're organization is doing. Help them understand why the community should know about your event.

Remember: Journalists are not here to promote your event. They are looking for compelling stories. Make it really easy for them by creating a neat and concise press release sharing your "why" and impact. Use the media contact list at the end of this post to send your release.

[ LOGO ]

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

### FOR IMMEDIATE RELEASE

**Descriptive headline here (12 words or less)**

Waco, TX — 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. Paragraphs should be four lines or less.

"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?

### (signals your release is over.)

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

## 6. FOLLOW-UP WITH EVERYONE

Reminding everyone you told about your event is ESSENTIAL- follow up with media persistently.

Check your inbox daily. Unless you receive replies, assume your message were not read.

Follow-up, make phone calls if needed, track responses. Be persistent and kind!

Keep your online information up-to-date. Make sure websites, social media accounts, and contact info has the most current information. This keeps information accurate, concise and clear.

If there is a change in your event, phone the media to ensure accuracy in reporting, and make online updates quickly for followers.



## LOCAL EVENT LISTINGS

**Official Waco App and Waco Convention & Visitors Bureau:**

[wacoheartoftexas.com/events/](http://wacoheartoftexas.com/events/)

**Waco Tribune-Herald:**

[wacotrib.com/calendar/](http://wacotrib.com/calendar/) (submit an event)

**Act Locally Waco:**

[actlocallywaco.org/events/](http://actlocallywaco.org/events/)  
[Hello@actlocallywaco.org](mailto:Hello@actlocallywaco.org)

**Know Waco Podcast:**

Debbie Wright,  
[Debbie@roguemedianetwork.com](mailto:Debbie@roguemedianetwork.com)  
[knowwaco.com/](http://knowwaco.com/)

**Waco Insider: Event Calendar**

Mark Long, [mark@wacoinsider.com](mailto:mark@wacoinsider.com)  
[wacoinsider.com/eventsubmission](http://wacoinsider.com/eventsubmission)

**94.5 The Beat:**

[www.centexbeat.com/community-events](http://www.centexbeat.com/community-events)

**KWTX:** [kwtx.com/calendar](http://kwtx.com/calendar)

## LOCAL MEDIA CONTACTS

### PRINT

WacoTrib: Carl Hoover,  
[carl.hoover@wacotrib.com](mailto:carl.hoover@wacotrib.com)

Baylor Lariat: [lariat@baylor.edu](mailto:lariat@baylor.edu)

### BROADCAST

KCEN: [news@kcentv.com](mailto:news@kcentv.com)

KWTX/KBTX: [news@kwtx.com](mailto:news@kwtx.com)

KWKT: [news@kwkt.com](mailto:news@kwkt.com)

KXXV: [newsroom@kxxv.com](mailto:newsroom@kxxv.com)

### RADIO

KWBU: Brodie Bashaw,  
[brodie\\_bashaw@baylor.edu](mailto:brodie_bashaw@baylor.edu)



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WACO