

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@citycenterwaco.com (Downtown Waco)
Michelle@wacoan.com
Brodie_Bashaw@baylor.edu (KWBU Radio)



Find information on more calendars and media contacts at the bottom!

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:



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, quotes, partner with local organizations to write featured blog posts, graphics and video content often, but not too much! A few times a week should be good.



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!

Sincerely,
(Your name here)

4. PERSONALIZE INVITATIONS

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

If you are seriously short on time, to the left is an email template that contains the information you should have collected from the checklist above. Edit, copy and paste the text into an email, add some touches of your own and BAM - hit send!

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.

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

[LOGO]

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. 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.)

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

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.



LOCAL EVENT LISTINGS

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

Waco Tribune Herald: Event calendar, <https://www.wacotrib.com/calendar/> (submit an event)

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

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

Wacoan: Michelle Johnson, michelle@wacoan.com

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
Carl Hoover, choover@wacotrib.com (A&E)
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: Gracie Beard, gracie.beard@kxxv.com;
newsroom@kxxv.com
WCCC: Larry Holze, larryh@wacotx.gov

ONLINE
Hooray for Families: bergerpublishing@gmail.com

RADIO
KWBU: Brodie Bashaw, brodie_bashaw@baylor.edu



CREATIVE
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