Promotion is an important part of running an event. This brochure provides details of where and who to supply your event information to.

1. Write a Media Release

- ✓ Write an eye-catching headline;
- Sum up the key message in the first paragraph;
- Write further paragraphs in descending order of importance;
- Communicate Who, What, When, Where, Why and How;
- ✓ Include plenty of quotes;
- Include your contact details (and if applicable your company or community group details) at the end of the release;
- Make your release upbeat, positive and interesting;
- Use plain language and check your spelling and grammar.
- ✓ Follow up your media release either in person or by phone.

SEND TO THE FOLLOWING:

2. <u>Media Outlets</u>

Marlborough Express

Phone: 520 8900 Email: mailbox@marlexpress.co.nz www.stuff.co.nz/marlborough-express The Blenheim Sun Newspaper Phone: 577 7868 Email: news@blenheimsun.co.nz www.blenheimsun.co.nz

The Seaport Scene Phone: 573 8060 Email: dale@seaportscene.co.nz www.seaportnews.com

The Press Phone: 03 379 0940 Email: reporters@press.co.nz www.stuff.co.nz/the-press

The Dominion Post Phone: 04 474 0000 Email: news@dompost.co.nz www.stuff.co.nz/dominion-post

The Radio Network Phone: 578 0129 Email: scott@classichits.co.nz Email: news@newstalkzb.co.nz www.radionetwork.co.nz

Mediaworks

Phone: 984 3400 Email: pjackson@mediaworks.co.nz Email: amckenzie@mediaworks.co.nz www.mediaworks.co.nz 3. On-line Newsrooms

Stuff Email: newsroom@stuff.co.nz www.stuff.co.nz

Voxy Email: news@digitaladvance.co.nz www.voxy.co.nz

Scoop Email: editor@scoop.co.nz www.scoop.co.nz

TVNZonline Email: onlinenews@tvnz.co.nz www.tvnz.co.nz

4. <u>Publications</u> (charges may apply) Wild Tomato Magazine Phone: 03 546 3384 Email: info@wildtomato.co.nz www.wildtomato.co.nz

Marlborough Chamber of Commerce Phone: 577 9575 Email: enquiries@mcoc.org.nz www.mcoc.org.nz

This and That Magazine

Phone: 027 537 6375 Email: marlborough@thisandthatmag.com www.thisandthatmag.com

VOS - The Voice of Saniti (NMIT) Phone: 03 546 2425 Email: marketing.saniti@xtra.co.nz www.saniti.org.nz

On Board Magazine (Interislander) *Email: michelle@inflightpublish.co.nz www.ournewzealand.co.nz*

KiaOra Magazine (Air New Zealand) Email: airnz@bauermedia.co.nz www.bauermedia.co.nz

LIST YOUR EVENT ON:

5. Free Event Calendars

Marlborough 4 Fun Event Guide Phone: 577 8935 Email: admin@marlborough4fun.co.nz www.marlborough4fun.co.nz/event-guide

Destination Marlborough

Phone: 577 5523 Email: info@destinationmarlborough.com www.lovemarlborough.co.nz/events

Eventfinda

www.eventfinder.co.nz

6. Social Media

Social Media is essential in today's day and age. Consider the following forms of Social Media to help promote your event: www.facebook.com www.linkedin.com www.linkedin.com www.twitter.com www.plus.google.com www.instagram.com www.pinterest.com www.tumblr.com

7. Other Ideas

Email posters around workplaces. Place posters on community noticeboards. Approach schools to list your event info in their newsletters. Talk to community groups such as Lions and Rotary.

For more information contact: Susie Witehira Regional Events Strategy Coordinator Phone: 520 7400 Email: susie.witehira@marlborough.govt.nz www.marlborough.govt.nz/recreation/events Marlborough Event Promotion Marlborough

Marlborough Event Promotion

Event Promotion Marlborough Event