

### ***How to Get Press to Your Event***

Four days before the event, email your press release to the media (blind copy them). Then, a few hours later, call them and say, "Hello, can I speak to the Assignment Desk?" When you get the Assignment Desk, you say, "Hello, my name is ....., and I am from the student group ....., We sent you a press release earlier today. Did you receive it?"

- If they say YES, you say, "Great, we sure hope you can cover our event."
- If they say, NO, you say, "Are you at a computer? I can send to you another press release right now?" (Have an email ready to go, and you just type in their email address when they give it to you). Send it and say, "Did you get it?" And then say, as above, "Great, I sure hope you can cover our event!"
- Conclude with: "One more thing, do you have any questions about the press release or the event? Then, "Thank you very much!"

Then, a day before the event, call again and ask for the assignment desk and start with:

- "Hello, I am with ..... and I am wondering if our event tomorrow is ON THE DOCKET for consideration of stories to be covered?"
- If they say I am not sure what you are talking about, say, "Are you at a computer? I can send to you another press release right now?" (Have an email reader to go, and you just type in the email address). And then send it and say, "Did you get it?" And then say, as above, "Great, I sure hope you can cover this event!"