

# Promoting your Pink Lady Event through the Media

Promoting your Pink Lady event to the local community can be done in many ways. Below are some helpful hints on how you can best use the media in your local area to promote your event.

## Working with the media

Newspapers, radio and television need good local stories that inform and interest their community.

Here are some steps you can take to get the local media involved in your event.

- Decide what it is you want the media for ... to cover the event itself and thereby create awareness? OR to draw people to the event? Maybe both?
- Dependent on the above you can then establish a timeline.
  - To get people there, start approaching the media a couple of weeks prior to the event.
  - Articles that run one week prior are ideal as it remains top of mind, but you may need to approach media outlets several weeks before.
  - To get a run at your ideal time, make sure you check with each individual media outlet when they need your media release by.
- BCNA can supply a generic media release for your use – add what is ‘special’ about your event to this release and send it to your local media outlets.
- Always ring up the media outlet and check your release was received. Often they go missing. If it has gone missing – persist and send again – eventually the right person will receive your message.

## Using the media to attract a crowd to your event

- To draw people to the event there are several ways you can utilise the media. Many media outlets, such as radio and newspapers, offer free community announcements.
- Call your local newspaper or radio station and ask them what they offer in the way of free community announcements.

## Using the media to gain coverage of the event

- Journalists are always looking for a news story, particularly one with a fresh angle. What is unique about the event you are holding?
- Some things that might attract media are: numbers attending; celebrities coming; the venue or how the event will look (pictures are as important as content for newspaper and TV).

- If you are lucky enough to have a newsworthy event that attracts the interest of a journalist, you need to be prepared for an interview. See tips below regarding interviews.

### Interview Tips

- Before the interview, ensure you have a clear understanding of the topic/s the journalist/reporter wants to cover – ask them what ‘angle’ they are looking for.
- Have all your Pink Lady event information in front of you when you are talking to any media outlets.
- If possible make mention of Breast Cancer Network Australia and that the money raised from your Pink Lady event is going to support all Australians affected by breast cancer.
- Don’t ever feel pressured to answer a question that makes you feel uncomfortable or is just simply inappropriate. You are in control and can always choose to decline a question.
- If you are asked questions specifically about breast cancer recommend that the journalist contacts the BCNA Media Team.
- Always feel free to call/email BCNA’s Media Team with feedback about the experience, including your thoughts about the journalist and any concerns you may have about information you may have passed on.

### Interview Checklist

- Have I found out from the journalist the types of topics that will be covered? What is the angle of the story?
- Do I have all the information required to answer questions about the event?
- Do I have the BCNA free-call number and website on hand to refer to?
- Do I have some Pink Lady items to display in the photo?

**If you have any questions or queries please contact BCNA’s Media Team**

Telephone: 03 9805 2500 | Freecall: 1800 500 258

Claudia Innes | Media Officer | 03 9805 2592 | [cinnes@bcna.org.au](mailto:cinnes@bcna.org.au)