

Get Publicity

There are two quick things you can do to get the word out about your Event/ Project:

- Register your project with the council so they can help you spread the word.
- Contact newspaper editors in your area and alert them to the volunteer project you're organizing in their community with a press release.

In addition, the following ideas can help showcase your own organization while promoting (The Title of your Event). Good publicity doesn't cost money, and it can create excitement for your (The Title of your Event) events as well as provide exposure for your organization. Here's a quick guide to the basics of starting a buzz:

- **Develop a media contact list of daily and weekly newspaper reporters**, editors and photo editors, local and regional magazines, local TV and radio stations and wire services.
- **Distribute a press release a week or two in advance** that clearly conveys the who, what, when, where, why and how of your activity.

PRESS RELEASE TEMPLATE

Develop public service announcements. Radio PSAs, which run at no cost to the sponsor, can be a good way to recruit volunteers. Be sure to factor in enough lead time (at least two weeks before) to air your PSAs. Use the sample provided, or write your own; send it to the public service director at a local radio station.

RADIO PUBLIC SERVICE ANNOUNCEMENT TEMPLATE

- **Work the phones.** Follow up press releases and PSAs with calls to reinforce your announcement and answer questions. Invite the media to your event and point out times when cameras would be appropriate.
- **Get a local celebrity involved**, preferably one who has an affinity for your particular cause. If it's a media personality, ask him or her to do a "live remote" from your project.
- **Come up with one headline-making cause.** Enlist the whole town to clean every local school or rebuild a community center. It's tough for local media to ignore a story when the entire community is involved.
- **Get the government involved.** Encourage government officials such as your mayor or governor to proclaim the fourth Saturday in Oct. "(The Title of your Event)." Then ask him or her to appear at your event to rally volunteers and attract coverage.

PROCLAMATION TEMPLATE AND PDF

- **Make it personal.** Reporters need to tell stories. Emphasize the human-interest aspect of your project. Instead of saying, "We're having a coat drive," talk about someone who will be helped or tell a moving story about why a volunteer decided to get involved. Make sure you have an articulate representative who is comfortable with being interviewed by the media.
- **Contact local businesses** that own a marquee sign and ask them to display a (The Title of your Event) message.
- **Ask local nonprofit agencies** to come up with a "wish list" of their most pressing needs. Ask your newspaper to publish this list along with details on how people can help meet these needs on (The Title of your Event).
- **Enlist student organizations.** Meet with student leaders to generate excitement for (The Title of your Event) activities. Suggest a contest to see which school can collect the most food, raise the most money, donate the most hours, etc. Encourage local media to cover their efforts.
- **Contact civic groups and offer to speak at an upcoming meeting.** This is an effective way to recruit volunteers and other support for your project.

SPEECH TEMPLATE

- **Work with cause-minded companies.** Certain national companies are very active in community service, including Wal-Mart, State Farm Insurance, Target Stores, Campbell Soup Co., Allstate Insurance, Kmart,

EDS, Chrysler-Plymouth, J.C. Penney, The Prudential, Chase Manhattan and Catholic Family Life Insurance. If there's an office in your area, check to see if they have a project planned for this year or if you can interest them in one. Ask retailers to run announcements in their circulars.

- **Make it visual.** One strong image can make the media feel your story is worth covering. For instance, let the media know you have one central collection point for donations that will illustrate the scope of your project. A school auditorium piled high with soap, shampoo, canned food and other donations is a great visual for the media. Outfit your volunteers in T- shirts; hang balloons and posters.
- **Choose a project that's worth talking about.** If a food bank is on the verge of closure, your efforts to restock it are news.
- **Capitalize on a national event:** (The Title of your Event). Emphasize the fact that your volunteers are among more than 2 million who will be helping others on this day.
- **Find a project with lasting impact so it is news long after** (The Title of your Event). Keep your media contacts updated on the continuing progress of the project you started on (The Title of your Event). Does a poor family now have a home? Is a soup kitchen going to open because of your (The Title of your Event) efforts? Show the human side of your hard work and its progress.
- **Piggyback on existing events.** If thousands already are getting together on (The Title of your Event) to watch a football game, ask them to bring food or clothing donations to the stadium. If a fair coincides with (The Title of your Event), create an information booth, fundraiser or volunteer pledge drive at the fair.
- **Contact your local transportation company and inquire about bus and train advertising.** Ask about allowing pro bono space. Also, ask a local advertising agency if they will support your efforts by providing pro bono services.
- **Ask supermarkets to run (The Title of your Event) announcements in their circulars,** to serve as headquarters for a food drive or to put a (The Title of your Event) message on their food bags.
- **Use non-media outlets to capture media attention.** Ask utility companies to insert (The Title of your Event) announcements into bills they mail to customers. Supply fliers to supermarkets to stuff into grocery bags.

<p>SHARE AN EVENT Tell us about events in your hometown, from parks to fests to fundraisers. Events appear in the Newspaper's online calendar and many are published in the print edition of the Newspaper.</p>	<p>SHARE A STORY Share stories from your neighborhood or community and the people who call it home.</p>	<p>SHARE A PHOTO Show off your town by uploading snapshots of anything, from church picnics to youth soccer to those can't-miss sunsets.</p>
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Jim Kirk, Publisher/Editor in chief

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Have a news tip? E-mail it to tips@nwherald.com

If you have a press release or other item to submit, please use one of the forms below.

Note: You will have to register to submit a form.

Submission Forms:

[Calendar Listings](#), [Letters to the Editor](#), [Neighbors Press Release Form](#), [Planit Pl@y Press Release Form](#) ?

Chicago Tribune

435 N. Michigan Ave.
Chicago, IL 60611
312 222-3232

Suburban publication contacts as of November 21, 2016

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Pioneer Press (847) 696-6040, email: circulation@pioneerlocal.com

Chicago Tribune 1-800-TRIBUNE (1-800-874-2863), email: consumerservices@tribune.com

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Digital News Editor: Jim Jaworski, @jim_jaworski

Digital News Editor: Saleema Syed

Pioneer Press staff

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Managing Editor, features: Jennifer Thomas

Lake County News-Sun

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/>

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News Editor: Dan Moran

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Legal Notices: 5:00 p.m. Monday for Thursday's paper

Editorial Copy: 2:00 Monday for Thursday's paper

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