**Media 101**

**Making the Most of Your Media Efforts**

**Personalize your media packets**

* Address your media packet to a specific and appropriate person. Do not use “To Whom This May Concern” or any other general title.
* Reword the press release to illustrate your specific community and show details in order to make it unique and seem less pre-packaged.
* Take advantage of the hometown press releases provided to highlight the students in your specific area, creating a personal and local aspect of the story.

**Get your press release to the appropriate editor**

* Make sure the entertainment, art, or local editor gets your media packet.
* This gets your information to the correct person immediately, makes it more likely to be covered, makes it less work for a general editor and decreases the chances of being lost or ignored.

**Ask about event calendars**

* Some media outlets have community/event calendars; call to ask if you can get the Wisconsin Singers show listed on it.
* This is an effective and often free way to promote the show.

**Ask about community feature stories**

* A media outlet that serves a large area likes to cover stories about smaller surrounding communities to better serve their audience – use this to your advantage and pitch your story about the show accordingly.
* Some media outlets do on-camera interview features about fun, upcoming events in the community – explore this opportunity.\*

**Make yourself available**

* Provide several phone numbers where you may be easily reached for further questions and information.
* The easier it is to contact you, the more likely a reporter will follow up.

*\*See the interview tips for suggestions*