

First, ask questions:

- **Who is your audience?** Your desired audience can determine your publicity methods. Are you targeting attorneys to volunteer at your event? Are you trying to get the public to attend?
- **What's your goal?** Do you want attention and promotion before your event? Could coverage during or after the event still be beneficial to your goal?
- Which media outlets and methods are more likely to reach your desired audience and accomplish your goal?
- Consider appointing one of your event organizers to spearhead publicity, but involve all members when it comes to promotion on social media.



Get Attention!

Top Tips For Gaining Publicity For Events

Keep it simple:

- Rather than crafting lengthy press releases about your upcoming event, consider targeting area media with a short news advisory.
- Stick to the basics: Who, what, when, where, and why. Offer a primary contact phone number, and request that your news item be published among community briefs or calendars.
- Cut through the noise. Media outlets have limited resources and can't cover every event. Increase your chances of coverage by explaining how your event relates to a larger news story or trend.
- Tell the media if local community leaders or dignitaries are taking part in your event. That may influence their coverage decisions.
- Think visually. Is there anything in your event that would make for good photos or video? If so, promote it.
- Remember to take a few good photos yourself to post on social media during or after the event or to offer to any media outlet that requests them.

Look beyond traditional media:

- Make a Facebook page or Facebook event to gain attention. Ask friends and colleagues to share it.
- Tweet about the event. Create a unique hashtag so others can easily find your posts and share their own.
- As appropriate, target (@mention) members of the media, local governments, chambers of commerce, local law firms, or area law schools that may retweet your posts.
- Share photos and web links to more information. Social media posts gain more attention when they include photos or links.

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Get Attention!

Top Tips For Gaining Publicity For Events

Beyond traditional media - continued from previous page

Look beyond traditional media:

- Ask local bar associations to share your event on social media or post it on a blog or newsletter. To request coverage from the State Bar of Texas, email Communications Director Lowell Brown at **lbrown@texasbar.com**.
- Write an article for the TYLA eNews Local Affiliate column. Contact **btrevino@texasbar.com**.
- The Texas Bar Journal includes photos from TYLA events across the state on its TYLA President's page. Submit photos to Patricia McConnico, managing editor of the Texas Bar Journal, at **pmconnico@texasbar.com**.
- Seek out community groups with newsletters or calendars on which you can post your event.
- Some media outlets maintain online calendars where organizations can post their own items.
- Depending on the type of event, consider distributing fliers to community centers, area churches, VA centers, or nonprofits like the Salvation Army or Goodwill stores.

Say thank you:

- Write an appropriate thank you message to anyone who gave you coverage, allowed you to post fliers, or participated in getting the message out.
- To those who shared social media posts, "like" and thank them for their support.

Keep it going:

- Keep up with your newfound contacts. The more you build your traditional and social media presence, the more visibility your future events will have.