



PUBLICITY PLANNING TIMETABLE AND RESOURCES

NOTES:

What follows is an approximate timetable to allow for the widest possible promotion.

One year out or as soon as possible: Find out when the state and local tourism bureau print their yearly calendar and add your event. Include the location of the event and contact phone number. This is a free service.

Four to six months out: Check local television and cable for public access to see if airtime is available or if the interest is there. Lay the groundwork for future contacts. Set up to have signs printed identifying where, when, special events, free admittance, parking, etc., making sure there is a contact phone number. Many television stations will do public service announcements free for non-profit organizations. Start collecting action photos for future publicity.

Ninety to one hundred days out: Send press releases to monthly periodicals. Many have a lead-time of 60 days. This means that information must be to the periodical at least 3 months before the publication date. Examples include Arabian horse magazines and general horse information magazines. This is a free service. Contact other shows and ask them to put an announcement at the show office in the form of a handbill or poster with an address and phone number for further information.

Sixty to ninety days out: Start releases with general information to local newspapers. Use the date of the event, location and local contact phone number. Press releases are usually free.

Thirty to Sixty days out: Contact the newspapers again to include such information as co-sponsors or benefit charities. Check to see if local "Penny Savers" merchandisers, shopping news, etc. have monthly activities calendars and send information to be listed. Re-contact television stations to set up promos, remotes or show segments. Put up signs in local stores, tack shops, and feed stores.

Twenty one to Thirty days out: Send out post cards to radio and television stations with event dates, starting times and special activities. Keep it brief and to the point. These are for the community bulletin boards and public service announcements. Make sure to note co-sponsors or charities if the apply. Make show handbills available at local tourist spots, informational booths on major highways, or in hotel/motel lobbies, restaurants, etc. These are usually free.

Fourteen Days To Event Beginning: For newspapers, action shorts or kid/horse shots get maximum attention and are most likely to be used. For television, try to set up interviews or remotes (TV broadcasting from the grounds) for live coverage.

At the Event: For radio, do interviews by phone or emotes from grounds. If celebrities are available, try to utilize them for remotes and photo sessions. For all of these, highlight what the general public would like to watch, i.e. costume, stick horse, action classes, and the like. Try to have someone available for photo opportunities so that there is no delay when photographers or television crews arrive. Use ongoing events as background for shots. Set aside seating for press that is clearly marked.

After the Event: Create a scrapbook for future reference with photos, a review of advertising and how it was carried out. This will make it easier for the next event. Make sure to keep the names of the people you contacted to make things easier and get information into the hands of the right people.

NOTES:

Other suggestions: Make up a local map with a key to where exhibitors can find supplies like florists, feed mills, tack shops, restaurants, lumberyards, hardware stores, beverage distributors, and anything else you think the exhibitors can use. This is also an ideal way to sell advertising and sponsorships.

If the show has a co-sponsor or charity use their contacts to enlarge your advertising. You will find that with a charity, free advertising gets much easier.

Always emphasize special events. Saturday nights lends itself to large attendance for families.

Free admission and parking, if possible, should be emphasized repeatedly.

Assign someone at the event to get to the local papers as soon as possible. Use a highlighter pen to note local winners or special results and achievements, if applicable.

Contact the local public television outlet to run promotional videos. Also, check with the local cable companies to see what the rules are for public access channels.

If you have a videographer, make a promotional tape of the event of that you have something for promotion next year.