

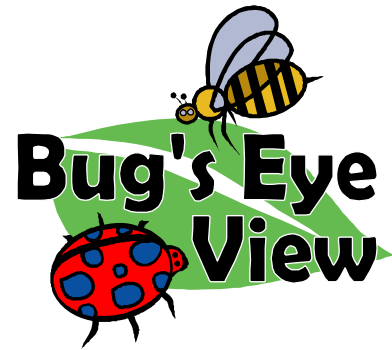


PUBLICITY

Bug's Eye View

Media Ideas

The Media is an important vehicle to inform and educate your community about the HOP Bug's Eye View Exhibit event.



Know Who's Who and What They Cover

Develop a media contact list. Include every newspaper (daily, weekly, specialty, etc.), city or regional, and radio and television stations. List their addresses, phone and fax numbers, email addresses and the key contact person who covers stories such this.

Distribute Publicity Posters

Add your event information to the publicity poster enclosed. Make copies and distribute in various places (schools, grocery stores, etc.)

Distribute Press Releases

Add your event information to the model press release and distribute (at their appropriate times) to everyone on your media list. Follow every release you send out with a phone call to make sure the release got to the correct person.

Get in the Newspaper

Call and ask for a reporter who covers education stores such as Light & Color and Dinostories to write a story. Most daily newspapers and many weekly newspapers welcome columns from their readers. Seek out people in your community – including young people – who can write columns about the importance of science, literature and art in your community and how this exhibit can be a part of it.

Get on the Radio

Call the news director at your local radio station and ask to be a guest for a live interview on their morning or afternoon newscasts. Ask all radio stations to read the radio PSA.

Get on Local Cable and Public Television Stations

Many local cable and public television stations broadcast community service programs. Ask the public service directors at local television stations to add your event to their on-air calendars.



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