



Presents



TIPS FOR PROMOTING YOUR GRAZEFEST

Promoting a GRAZEFEST? Here are a few simple tips for maximizing turnout for your event and establishing good working relationships with editors.

Media Outreach Strategy

Make a list of media outlets (newspapers, radio stations, and others) in the region you can reasonably expect will attract potential attendees

Depending on the lead time for the publications and radio shows, send, fax, or e-mail a press release and a simple announcement. Local newspapers need about 2–3 weeks lead time. It's wise to issue simple reminder one- to two weeks prior to the event to make sure your event is publicized on time.

While newspapers can't always accommodate a long press release, they can usually include your item in an event listing.

❖ Press Release

A press release is an announcement of your event that should include a few core elements to make it easy for editors to scan, edit, and place. Often a busy editor will

run a release in its original form, so attention to detail is critical. In order to simplify the process and to increase the chances of having your item placed, keep the press release simple and avoid language that is overly salesy.

A press release should include the following elements and should generally be no more than four or five paragraphs. Be sure to have it printed on your organization's letterhead. Feel free to use the template of a GRAZEFEST press release that is available on the Web site at http://www.eatingfresh.com/ef_gfam.html.

- Headline: Make it simple and to the point
- Lead paragraph: Include the basic who, what, when, and why in the first paragraph.
- Second paragraph: Use this space to describe the event. Include what will happen and clearly identify speakers or other featured guests. Describe the type of individuals who might be interested in attending this event.
- Third paragraph: Use this space to describe any related background, such as why you or your organization is hosting the event. How does it dovetail with your organization's mission and goals? Why should the audience want to attend? Make sure you make the connection between the event and the targeted audience's interests or priorities.
- Fourth paragraph: Conclude the release with any necessary information, such as the names of sponsors, what you might be selling or giving away, and where potential attendees can get more information about the event's theme. Include contact information.

NOTE: All press releases and other promotional materials related to GRAZEFEST must include the following:

- A service mark (sm) by the word GRAZEFEST(sm).
- A sentence stating that GRAZEFEST is a service mark of Eating Fresh Publications
- Eating Fresh's Web address (www.eatingfresh.com)
- The names and Web addresses of the national GRAZEFEST sponsors

❖ **Event Announcement**

Include with your press release a separate document that serves as a basic announcement. Use the following format on your organization's letterhead.

- Name of event
- Subtitle (one-sentence descriptive text)
- Name of speaker (if relevant)
- Date
- Location (including building name if relevant, street address, city, state)
- Time (be sure to include an ending time if it's relevant)
- Fee (if applicable)
- Deadline for registration (if applicable)
- Contact information (phone number, e-mail address, Web site)

❖ **Cover Letter**

A simple cover letter can help editors put your event into perspective. It should be simple, straightforward, and include all of the salient information.

Be sure to invite press representatives to attend your event (free of charge). If there are folks whom the editor can interview (prior, during, or following the event), let them know that you can make them available and what the editor might get out of it. If the person is an expert, you might be able to encourage the editor to develop an article on a particular theme. This enables your business or organization to extend the life of the event and keep your organization in the public's mind.

❖ **Letter to the Editor**

A brief letter to the editor of your local publication(s) is a good technique for raising awareness of your organization's work to your local area. It's a good place to thank participants, sponsors, volunteers, and others who helped make it a success. Use this time to reinforce the purpose of the event and how results were achieved at the event.

❖ **Thank-you Note to Editor**

Developing relationships with editors is an essential step toward ensuring continued attention from local media. A simple, hand-written thank-you note goes a long way toward generating goodwill. If an editor simply ran your item, attended your event, or followed up with article, be sure to take the time to express your appreciation for their efforts. Use this time to let them know that you're available to them should they be working on articles on themes related to you or your organization's particular area of expertise.

OTHER TIPS FOR MAXIMIZING TURNOUT

- ❖ Use your organization's e-mail list or newsletters and include an announcement of your event. Let them know as far in advance as possible and then follow-up as you build up to the event with reminders.

NOTE: If you forward an announcement of a GRAZEFEST to others, proper etiquette demands that you keep the intro simple and free of personal notes (or delete personal notes that come with announcements you're reforwarding).

Consider simply writing: Please forward or, Please forward to your food-loving friends.

- ❖ Does your organization work in partnership with other organizations? If so, be sure to let them know via press releases and event announcements that your event is happening. Make it simple for them to promote your event by keeping the information simple. Be sure to include a mention of why this event would benefit their audience, and even their organization.

- ❖ As a farm market manager, your vendors have contacts and customers. Be sure to circulate information to vendors and that makes it simple for them to contact their customers. Many farmers now have e-lists and Web sites where they post information. Don't be afraid to say directly that you'd like them to promote the event. Even if the event isn't directly related to their products (for example, a GRAZEFEST may not directly apply to a produce vendor), the event itself will generate more foot traffic, which benefits all vendors.

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