

Getting Media Attention for your Lodge!

Simple tips for your lodge to get media attention for events, announcements, or visitors.

Who, is of course who your lodge having as a guest that you are requesting the interview for

What, is your lodge is hosting or participating in that you want media to attend

When, give the media an exact date and time for the interview

Where, can the reporter come for the interview!

Why, this is the most important! Tell them exactly what will be talked about at the interview. Make this to the point and simple!

REMEMBER: NOTHING IS OFF THE RECORD!!

Did you know?

TV stations have people hired to read newspapers looking for stories? This means that what we think isn't TV worthy might be a bigger deal then your lodge realizes it is.

When emailing the newspaper, email the editor. For TV email requests to the assignment desk! They decide what stories will be printed or aired! Make your request sound exciting and catch their attention in the first line, they will then assign it to a reporter!

Catch their attention!

Subject line of emailed interview request should say "**Media Availability**"

Sample:

Over the last 5 years the Elks of Canada has donated \$13.3 million dollars to children in need, and communities all across Canada! On (Date), Alberta Provincial President (Name) will be conducting his official visit at (Lodge). If you would be interested in talking to (name) he would be available at (time). At the interview (name) would be able to discuss what the Elks is, What the (Lodge) has done for their community, Alberta's Elks Provincial Project I Star, Alberta's Tabs for Tots program that has put more than \$120,000.00 worth of NICU medical equipment into local hospital all across Alberta. He would also talk about our national charity The Fund for Children and what it does to help children all across Canada.

Thanks for your time
(signature)

If your lodge needs help getting media attention please ask Kelly Sanford the Publicity Chairman for assistance (403)501-1497, email kellysanford85@gmail.com

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