



## Promoting your event for free!

Free publicity!

Firstly, to successfully promote your event, you need to establish what to include in your advertisement. And secondly, you need to know how to post your event online. Listed below are the simple steps you will need to achieve free promotion of community events online.

### Online

Port Stephens Council has a What's On section on the front page. It's free to register your event just visit [www.portstephens.nsw.gov.au](http://www.portstephens.nsw.gov.au) and go to the What's On section.

[www.communitybuilders.nsw.gov.au](http://www.communitybuilders.nsw.gov.au) provide free online advertising for events, workshops, conferences, announcements, new publications and new services. Visit to add your event.

If you're familiar with social networking sites such as [Twitter](#) and [Facebook](#) by all means use them but only if you know what you're doing. Visit Council's **Communicate Port Stephens** (4987 5276) the friendly staff there can show you how to use social media.

Make sure you use the local media's community noticeboards:

- TV NBN - <http://www.nbntv.com.au/index.php/community/>  
<http://www.nbntv.com.au/index.php/your-local-news/>
- KOFM - [www.kofm.com.au](http://www.kofm.com.au) -  
<http://www.kofm.com.au/whatson/commswitch/index.php>
- NXFM - [www.nxfm.com.au](http://www.nxfm.com.au) -  
<http://www.nxfm.com.au/whatson/commswitch/index.php>
- 2HD - <http://www.2hd.com.au/whatson.cfm> or email [richard@2hd.com.au](mailto:richard@2hd.com.au)
- New FM - email [steve@newfm.com.au](mailto:steve@newfm.com.au) - you will have to email the event details
- 1233 ABC Newcastle radio - [newcastle@your.abc.net.au](mailto:newcastle@your.abc.net.au) - you will have to email the event details
- Port Stephens FM - <http://www.psrfm.org.au/>
- Port Stephens Council event page - [www.portstephens.nsw.gov.au](http://www.portstephens.nsw.gov.au)

If there is an option to include a picture make sure you do - post a good clear picture that will inspire others to come along. A picture paints 1000 words!

### Quirky and fun



### Boring crowd shot





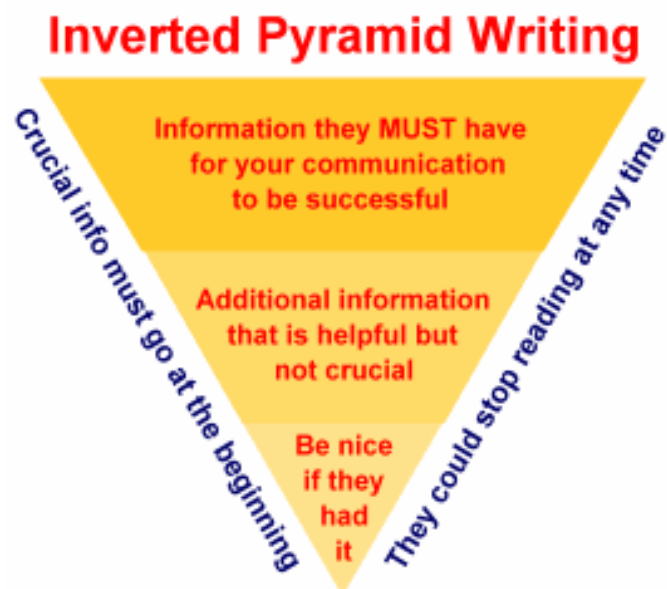
When planning an event think about a media angle – what will inspire a journalist to write a story about it and publicise your event for free! (see the 7 news values)

Get their attention with a media release

### How to write a media release

- Keep it simple, short, sharp and above all attention grabbing!
- A good media release will have:
  - a logo
  - a date
  - attention grabbing title
  - only one page long
  - have contact information, name and after hours number
  - photo opportunity
  - quotes from the person who is available for further interviews
  - short sentences, no longer than 25 words.
  - a good media distribution list

Use the Inverted Pyramid to write a media release – most important information first!





### The 7 News values

Seven primary factors that determine the newsworthiness of a potential story;

- **Impact:** The significance or consequence of an event or trend; the greater the consequence, and the larger the number of people for whom an event is important the greater the newsworthiness.
- **Timeliness:** The more recent, the more newsworthy. In some cases, timeliness is relative. An event may have occurred in the past but only have been learned about recently.
- **Prominence:** Occurrences featuring well-know individuals or institutions are newsworthy. Celebrity or spokespersons.
- **Proximity:** Closeness of the occurrence to the audience. Local news effects local people.
- **The Bizarre:** The unusual, unorthodox, or unexpected attracts attention, e.g. Man attacked by wombat.
- **Conflict:** Controversy and open clashes are newsworthy, inviting attention on their own, almost regardless of what the conflict is over.
- **Human Interest:** Those stories that have more of an entertainment factor versus any of the above - not that some of the other news values cannot have an entertainment value.



### **Link your campaign to other events**

You can increase media coverage by linking to other events. Here are some examples of events you can piggy back onto:

- nationally organised events (eg Clean-up Australia, an international small business conference etc);
- other big events organised by someone else (ACTU Congress, Expo)
- Local events – Community Awards, Australia Day Awards etc

### **Be aware of deadlines**

Keep the deadlines for publications and programs in mind.

The Examiner deadline is Monday when the paper comes out on the Thursday. But they start planning their stories the Wednesday the week before. Give them at least 7 days notice! They do production on Tuesdays and will not come out for a photo or answer emails on this day.

### **Follow up**

Always follow up every contact you make. It is essential to phone everyone on the day of the launch or event.

### **Play nice**

Be friendly and pleasant to everyone you deal with especially the media. You scratch their back and they will be more likely to write a favourable story for you. Invite the media to your events and offer them a meal, priority seating and VIP treatment.

### **Keep everyone on track**

Develop some key messages for your campaign/event and make sure everyone, particularly, the spokespeople stick to them. You can't have your chairperson saying one thing and the president saying something else completely different.



## Media distribution list

Now you have a great story to tell but where do you send it?  
Here's an email distribution list of local media to get you started, however you should continually update your media contacts.

### **Port Stephens local media email distribution list**

2NM	<a href="mailto:news.hunter@powerfm.com.au">news.hunter@powerfm.com.au</a>
2nurfm news	<a href="mailto:news@2nurfm.com">news@2nurfm.com</a>
ABC Radio	<a href="mailto:newcastle@your.abc.net.au">newcastle@your.abc.net.au</a>
Austereo	<a href="mailto:newcastle.newsroom@austereo.com.au">newcastle.newsroom@austereo.com.au</a>
Bay FM	<a href="mailto:radiobayfm@bigpond.com">radiobayfm@bigpond.com</a>
Breakfast Show 2HD	<a href="mailto:breakfast@2hd.com.au">breakfast@2hd.com.au</a>
Cessnock Advertiser	<a href="mailto:manager.cessadvertiser@ruralpress.com">manager.cessadvertiser@ruralpress.com</a>
Channel Ten - Ben Mason	<a href="mailto:bmason@networkten.com.au">bmason@networkten.com.au</a>
Dungog Chronicle	<a href="mailto:mail.dungogchronicle@ruralpress.com">mail.dungogchronicle@ruralpress.com</a>
Examiner - Anna Wolf	<a href="mailto:anna.wolf@pse.fairfax.com.au">anna.wolf@pse.fairfax.com.au</a>
Examiner - Keith Campbell	<a href="mailto:kcampbell@pse.fairfax.com.au">kcampbell@pse.fairfax.com.au</a>
Examiner - News	<a href="mailto:news@pse.fairfax.com.au">news@pse.fairfax.com.au</a>
Examiner - Nikki Taylor	<a href="mailto:ntaylor@pse.fairfax.com.au">ntaylor@pse.fairfax.com.au</a>
Fighter Force	<a href="mailto:charlie@fighterforce.com.au">charlie@fighterforce.com.au</a>
Great Lakes Advocate	<a href="mailto:editor.gladvocate@ruralpress.com">editor.gladvocate@ruralpress.com</a>
Great Lakes FM	<a href="mailto:info@greatlakesfm.org.au">info@greatlakesfm.org.au</a>
Karuah newsletter	<a href="mailto:bgparker@optusnet.com.au">bgparker@optusnet.com.au</a>
KOFM Radio	<a href="mailto:news@kofm.com.au">news@kofm.com.au</a>
Lower Hunter Weekend Star	<a href="mailto:sara.thornton@ruralpress.com">sara.thornton@ruralpress.com</a>
Maitland Mercury	<a href="mailto:mail.mercury@ruralpress.com">mail.mercury@ruralpress.com</a>
Maitland Mercury	<a href="mailto:editor.mercury@ruralpress.com">editor.mercury@ruralpress.com</a>
Medowie Murmurs	<a href="mailto:murmurs@optusnet.com.au">murmurs@optusnet.com.au</a>
NBN TV	<a href="mailto:news@nbntv.com.au">news@nbntv.com.au</a>
NEW FM	<a href="mailto:news@newfm.com.au">news@newfm.com.au</a>
Newcastle Star	<a href="mailto:editor.thestar@ruralpress.com">editor.thestar@ruralpress.com</a>
Nota	<a href="mailto:editorial.mcnota@ruralpress.com">editorial.mcnota@ruralpress.com</a>
NXFM	<a href="mailto:news@nxfm.com.au">news@nxfm.com.au</a>
Port Stephens Examiner	<a href="mailto:nhansen@pse.fairfax.com.au">nhansen@pse.fairfax.com.au</a>
Port Stephens FM	<a href="mailto:psrfm@bigpond.com">psrfm@bigpond.com</a>
Port Stephens FM radio	<a href="mailto:admin@psrfm.org.au">admin@psrfm.org.au</a>
Prime TV	<a href="mailto:news.newcastle@primetv.com.au">news.newcastle@primetv.com.au</a>
Radio 2HD	<a href="mailto:news@2hd.com.au">news@2hd.com.au</a>
Southern Cross Ten	<a href="mailto:news@scten.com.au">news@scten.com.au</a>
Stockton Messenger	<a href="mailto:kathyquinn@bigpond.com">kathyquinn@bigpond.com</a>
The Daily Telegraph	<a href="mailto:keenen@dailytelegraph.com.au">keenen@dailytelegraph.com.au</a>
The Daily Telegraph - Extra	<a href="mailto:extra@dailytelegraph.com.au">extra@dailytelegraph.com.au</a>
The Herald - Ben Smee	<a href="mailto:bsmee@theherald.com.au">bsmee@theherald.com.au</a>
The Herald - Matt Carr	<a href="mailto:mcarr@newcastle.fairfax.com.au">mcarr@newcastle.fairfax.com.au</a>
The Port Stephens Messenger	<a href="mailto:davidmunro@hunterlink.net.au">davidmunro@hunterlink.net.au</a>
The Post	<a href="mailto:megan@newcastlepost.com.au">megan@newcastlepost.com.au</a>

Remember, Communications and Marketing Coordinator at Port Stephens Council – Charlotte Connell is here to help [charlotte.connell@portstephens.nsw.gov.au](mailto:charlotte.connell@portstephens.nsw.gov.au) or 49800 238

**Great white sharks and small black cod**

Discover more about the world's largest predatory fish at a free Port Stephens Council presentation; 'De-mystifying white sharks' at Tomaree Library on Thursday 18 June, 6.30 – 8pm.

Hear senior CSIRO research scientist, Barry Bruce discuss the findings of his 20 years researching white sharks, also known as great whites and white pointers.

Speaking today Mr Bruce said his latest research focused on the movements and behaviour of juvenile white sharks in near shore environments - particularly in the Port Stephens region.

"White sharks have become popular subjects of coffee-table books, documentaries, folk-lore and pub stories, but very little is actually known about them," he said.

"We've discovered that white sharks are not territorial as many would believe and they don't just come out at dawn and dusk, they are much more complex."

"We're not however trying to make them out to be harmless puppies; white sharks can harm and even kill so they need to be respected," said Mr Bruce.

Also presenting on the night is Port Stephens' most popular research scientist David Harasti who will talk about the population trends of Black Cod fish in Port Stephens.

The 'Back Cod White Sharks' free presentation is part of the Port Stephens Council's Marine Discoveries Series.

For more information contact Melinda Anderson on 4980 0251 or [melinda.anderson@portstephens.nsw.gov.au](mailto:melinda.anderson@portstephens.nsw.gov.au)

**ENDS**

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