



Tips for getting media coverage for your event

Write a press release about your event, and send it out to local media outlets:

- A sample press release is posted on www.moneysmartColorado.org under partner resources. Simply fill in the blanks to “localize” the release.
- Think about where you want to send the press release. We suggest targeting reporters who may have a specific interest in covering your event. For example, if your event is held at a school, you may want to send the press release to a local education reporter.
- E-mail is a great way to send out a release. That’s because you can easily include links to the calendar of events, your website and more information about Money Smart Colorado.
 - Make sure that you put the press release right in the text of the e-mail. Do not send it as an attachment because most reporters will not open the document.
 - Also remove any special formatting. Sometimes styles like bold type or special characters don’t translate well between e-mail systems.
- Only put useful information in your release. It should be clear and concise.
- Always follow-up. Once you send your release to reporters, call them to see if they’ve received it. This can lead to conversations about possible coverage of your event and gives you the opportunity to gauge the reporter’s interest.

Use Money Smart Colorado talking points when promoting your event:

- The talking points in the partner resources section of www.moneysmartColorado.org will help you talk with reporters about how Money Smart Colorado came about, who takes part and why it’s important.
- Make sure that people in your organization who might be talking to the media are familiar with these details so that your message is consistent.
- Use these talking points to prepare for interviews and “pitching” stories to the media.

- Add information about your specific event as appropriate.