

Helpful Hints to Create Publicity

- **Publicizing Events**

Use your social media skills to disseminate club activity information.

There are many ways to publicize events using traditional media methods. Consider your major and community newspapers, and organization and church newsletters - many will publish a news brief or calendar item.

Don't forget local radio stations. Make connections with the local editorial contacts and let them know how your event will benefit their readership.

Give them all the "who, what, where, when, why and how" information, and a contact number with your press releases and you may get your local publicity. ([Use a release from the Press Release link](#))

Use our [Media Contacts Spreadsheet](#) for email addresses (Go to Press Releases file)

- **Press Releases**

Always type them. Double space.

The same release goes to everyone.

Email your releases to the media. This is their preferred medium.

Keep copies of all releases sent.

- **Publicity in The American Wanderer (TAW) newspaper**

Don't forget our AVA in-house news organ – TAW, when it comes to event, club and member publicity. A one year subscription to TAW is included as an Associate national level membership.

Articles

Keep your articles under 500 words. Each TAW page can only handle an average of 1,600 words. And that doesn't include headlines, photos, graphics and paid advertising. Use your computer software to do a word count.

Email submissions are preferred. Send them to TAW@ava.org. In the email subject line, include "TAW, the region you're covering and article title." If there is anything important to add to the article such as photo captions or other notes, add that information directly with the article (and not a side note in the email).

Photos

When sending photos, do not embed them in the article but send as separate attachments. Photos should be in tiff or jpeg format, and under 1M (170 dpi).

Include picture caption information, (who, what, when, where, and who is in what position, left to right if appropriate) and add photo credit if needed.

Scroll down for more ideas on creating publicity

Constantly challenge yourself to discover new and innovative ways to publicize your club's activities. Brainstorm with other members. Keep an eye out for ways that other clubs and organizations publicize. Here are some suggestions for additional information distribution sources to add to your own publicity programs.

Break out these tasks and assign them to some of your members. That way one person does not have to do it all. Ask for volunteers at your next club meeting. Try to assign tasks to those having contacts in these areas.

It's not hard work, but it does take time to get the word around regarding your club and their activities.

- Create a club website and republish walking-related blog articles on your club websites
- Monitor other club websites for ideas
- Publications other than newspapers: business newsletters, church newsletters, other clubs' newsletters, community publications, Chamber of Commerce publications (you might volunteer to write an article for them).
- Local recreation departments, parks, playgrounds (anyplace walkers, runners gather)
- Schools/churches
- Military bases/National Guard units
- Ask to put your event flyers in registration packets of charity Fun Runs/Walks
- YMCA/YWCA
- Civic/social/fraternal group presentations - Lions, Rotary, Knights of Columbus, Elks, VFW etc.
- Fire and police departments
- Scout/Campfire groups
- German American clubs
- Libraries
- Business employee lounges/bulletin boards
- Welcome Wagon associations
- Weight loss groups
- Exercise/aerobic dance studios
- Athletic equipment stores
- Social support groups
- Supermarkets/drugstores