

# Media 101

## Making the Most of Your Media Efforts

- **Personalize your media packets**
  - Address your media packet to a specific and appropriate person. Do not use “To Whom This May Concern” or any other general title.
  - Reword the press release to illustrate your specific community and show details in order to make it unique and seem less pre-packaged.
  - Take advantage of the hometown press releases the Wisconsin Singers provide to highlight the students in your specific area, creating a personal and local aspect of the story.
- **Get your press release to the appropriate editor**
  - Make sure the entertainment, art or possibly local editor gets your media packet.
  - This gets your information to the correct person immediately, makes it more likely to be covered, makes it less work for a general editor and decreases the chances of being lost or ignored.
- **Ask about event calendars**
  - Some media outlets have community/event calendars, call to ask if you can get the Wisconsin Singers show listed on it.
  - This is an effective and often free way to promote the show.
- **Ask about community feature stories**
  - A media outlet that serves a large area likes to cover stories about smaller surrounding communities to better serve their audience – Use this to your advantage and pitch your story about the show accordingly.
  - Some media outlets do on-camera interview features about fun, upcoming events in the community. Explore this opportunity.
- **Make yourself available**
  - Provide several phone numbers where you may be easily reached for further questions and information.
  - The easier it is to contact you, the more likely a reporter will follow up.
- **See the interview tips for suggestions**