

How to get Media Coverage

- Provide a press release at least one week in advance if you expect your event to be covered by a newspaper. For TV and radio, provide the press release at least two to three weeks in advance.
- Follow up with a phone call to the media outlet about one or two days after you send the release.
- Start small. If it's one of the first times you have requested coverage, don't start with a huge outlet like the Detroit Free Press. Start with a smaller publication, like the Midland Daily News. The same goes with TV stations. Start with the smaller markets first and work your way up the line. Once you start getting coverage by the smaller markets, the larger ones will come much easier.
- Be persistent.