

Event Marketing 101

Welcome to the Fairfield Bay, Arkansas, Community

There are numerous ways to get your information out to consumers: friends, word of mouth, advertising, and social media. Following are some suggestions to help you plan to cost-effectively, creatively meet your brand communication goals,

The first step is to determine who you want to reach, the channels available to reach them, the message you want to give them and the best timing to get your message(s) out using:

- Press Release
- Friends
- Word of Mouth
- Advertising
- Social Media
- Banners and flyers (should be out 6-8 weeks before an event)

Then, what is the best “angle” (what makes your business or event worth promoting)?

In your approach to the media, tie your message to an event occurring in the community or a community or society issue or trend, historical or educational connection, fundraising concept, etc., to have a better chance of getting attention/publication.

If you are planning a press release, whenever possible, direct your release to the decision makers at the media such as:

- Newspaper: Editor
- Radio Stations: News Director or PSA Director
- TV Stations: News Director

Send your press release via email with photos attached and a “catchy” email subject line. Your email should be short, to the point. Attach your press release to the email but also include the full press release in the body of the email.

A phone call to follow up and answer any questions or confirm why the release should be published may be helpful.

Add your event to local community calendars, such as chamber of commerce, radio station, utility company magazines.

Submit memorable photos or videos to the media - typically emailed or sent with the headline/subject line “Photo Op”. Photo Ops can be staged.

Promotional Tasks: content development, deployment, media pitch, follow up

Interviews: should be key to your event and well-spoken; use unique props representing the event in TV or video interviews

Post event Tasks: Photo Op, thank you, write your own story and send post event press release.

[Keep word count in body to 400-500]

LOGO

FOR IMMEDIATE RELEASE
*[or FOR RELEASE ON (date
when you want your press
release news to be published or
written about)]*

Contact Information
Name and Organization
Phone Number
Email

MAIN HEADLINE

Sub Headline

(City, State, Date) The first body paragraph should answer the who, what, when, where, and why or how of the press release.

Body paragraphs *[2-4 sentences each paragraph, include how to attend, participate, get more information]*

Quote *[if any]*

About* this company section at the very bottom of your press release [100 words or less]. Write about your company's background, awards, amount of time in business, or anything that might be of interest about your company. Provide a link to your website and to social media. All companies mentioned in the press release should have their own boilerplate "about" information.

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[Add the above at the end so that the publisher knows it is the end of your release]

**Example About Paragraph:*

ABOUT FAIRFIELD BAY, Ozark Mountain Lake, Resort & Community

This popular Family Recreation Destination is nestled in the Ozark Mountains and situated on the banks of the beautiful 40,000-acre Greers Ferry Lake. This friendly community has received many accolades over the years and was recently awarded ‘Arkansas Trendsetter City’ for Tourism & Public Safety (2018). Located just 75 miles north of Little Rock,

Fairfield Bay showcases stunning mountain scenery, outdoor activities, interest groups, and friendly people who create a safe environment for an outstanding value. The mild climate makes Fairfield Bay the ideal location for lasting year-round memories. Make this a year to remember. #getInspired

Fairfield Bay, Arkansas, where friends come to Meet, Play and Live the Good Life. Friendly voice? 501-884-6010. Explore a little more? www.VisitFairfieldBay.com

Fairfield Bay’s Awards & Accolades

- Volunteer Community of the Year, (2019)
- The ‘Best of the Best’ Top 100 Planned Communities, (2019) – ideal-Living
- Arkansas Trendsetter City for Tourism, (2018, 2019)
- Arkansas Trendsetter City for Public Safety, (2018 2019)
- First ‘Monarch City USA’ in Arkansas, (2018)
- Volunteer Community of the Year, (2018)
- Arkansas Volunteer City-of-the-Year, (2015) - Arkansas Parks & Tourism
- Star of the Southwest Award, (2018)
- Named Official stop on the Quilt Trail, (2018)
- Henry Award for Tourism Excellence, (2016) - Arkansas Parks & Tourism
- Arkansas City of Distinction for Quality of Life, (2014) - Arkansas Business
- Arkansas City of Distinction for Green Initiative, (2015) - Arkansas Business
- Safest City in Arkansas, (2015) - OnlyInYourState.com
- Happiest City in Arkansas, (2015) - OnlyInYourState.com
- Master Gardener’s Project of the Year, (2014) - Univ. of AR Extension
- Trip Advisor Certificate of Excellence, (2014, 2015, 2016, 2018 & 2019) - Little Red Bistro & Bar

Media Contacts

TELEVISION	
KARK – Ch 4	news@kark.com
KATV- Ch 7	newsroom@katv.com
KTHV – Ch 11	https://events.thv11.com/
Fox 16 Little Rock	news@fox16.com
KAIT – Jonesboro	news@kait8.com
KFSM/KXNW - Ch 5	news@kfsm.com
KNWA – Ch 9	News@knwa.com
RADIO	
Kffb – FM 106.1	Kffb@kffb.com ; kffb1061@gmail.com
The Lake Heber Springs 101.9	Cynthia@1019thelake.com
KTLO Mountain Home	heather@ktlo.com
KHJPQ/KGFL Clinton	Kgflkhpq@artelco.com ; www.dixie@khpq
KWOZ Batesville	Kwozradio@mvitel.net
PRINT, ETC.	
Ark Times	arktimes@arktimes.com
Arkansas Dem. Gazette (online)	webreleases@arkansaonline.com
Conway Log Cabin Democrat	Editorial@thecabin.net
Hot Springs Sentinel Record	https://www.hotsr.com/contact/letters/
Batesville Daily Guard	News@guardonline.com
Russellville Courier	Newsclerk@couriernews.com ; info@couriernews.com
Blytheville Courier News	Aweld@couriernewsw.net
Jacksonville – The Leader	editor@arkansasleader.com
Jonesboro Sun	Cwessel@jonesborosun.com
W. Memphis Evening Times	https://www.theeveningtimes.com/
Clinton – Van Buren County Democrat	Editor@vanburencountydem.com
Heber Springs – The Sun Times	www.thesuntimes.com
Mt. Home – Baxter Bulletin	https://www.baxterbulletin.com/
Mt. View – The Stone County Leader	Leader@mvitel.net
MAGAZINE	
Inviting Arkansas	Kimw@invitingarkansas.com
Arkansas Living Magazine	editor@aeci.com ; lane.campbell@aeci.com
AY Magazine	Lfischer@aymag.com
Arkansas Life	https://arkansaslife.com/
501 Life Magazine	Info@501adsandmags.com
Arkansas Business	Gmoritz@abpg.com
Little Rock Family	acrowe@abpg.com