Promote events, programs, and accomplishments in a timely fashion by following these guidelines:

- Develop a good working relationship with media representatives in your region.
- Get local media (radio, television, and newspapers) to cover an event live.
- Write and send news releases and feature stories to local media and other appropriate publications and magazines before or after an event or program.
- Put notices of meetings and events in community calendar columns in local newspapers. Do this months or weeks before the event.
- Make flyers, when appropriate, to post in public outlets (grocery stores, banks, libraries, schools, businesses, churches, etc.).
- Take good-quality photos for use in various forms of promotion, such as newspapers, television, Web sites, brochures, other publications, and exhibits. Always take your camera to programs and events.
- Mention an event or program in your newspaper column or on your radio show.
- Appear on television talk shows and participate in radio talk programs.
- Provide photos or stories for county, commodity group, or business newsletters.
- Post information on county Web sites and link to other appropriate Web sites.
- Provide proper signage at events and programs as well as in any advance advertising.
- Make public service announcements (radio and television) before an event or program.
- Develop direct mail pieces to be sent before events or programs.
- Speak to civic groups, commodity organizations, regional advisory groups, and legislators, etc.
- Advertise as budget allows.
- Send success stories to Extension’s Web site (reporting on ETPs).
- Create a PPT Web site and post stories, pictures, etc., on it.

Identify potential donors, sponsors, and funders for programs in your region including but not limited to the following:

- Corporations
- Individuals
- Small businesses
- Local, county, state, and national government agencies and grants
- Advisory groups
- Commodity groups
- Local and regional chapters of associations, civic organizations, etc.

Generate correspondence to donors, sponsors, and funders before an event or program including but not limited to the following forms:

- Proposals asking for help
- Guidelines for need and use of donation or contribution
- Inquiry into type of publicity wanted for support

www.aces.edu
Recognize all donors, sponsors, and funders for their contributions both before and after a scheduled event or program in one or more of the following ways:

- Write and send news releases and photos with cutlines to local media.
- Mention event or program in your newspaper column or on your radio show.
- Appear on television talk show or participate in radio talk shows.
- Provide photos and stories for county or business newsletters.
- Post information on county Web sites and link to other appropriate sites.
- Provide proper signage identifying them at an event or program and in any advertising before an event.
- Make radio and television public service announcements that mention their name before an event or program.
- Develop direct mail pieces to be sent before an event or program.
- Write thank-you letters promptly.
- Honor them at special presentations or meetings, etc.

Create day-to-day, positive personal contact and communication with people in your region.

Send thorough information to Extension’s News and Public Affairs staff one month before and within one week after if an event or program has multicounty or statewide news significance. Include the following:

- Who, what, when, where, why, how many
- Issues addressed
- Impact of program

**NPA Help**

- Capture the event or program on the Accordent Webcast Portal system—video the event live, uplink it live to various sites around the state, or produce it to DVD by segments or chapters for training purposes.
- Use stories on the Newsline segment of the Extension Web site front page.
- Send stories, when appropriate, to REAs and CECs statewide for use in newspaper columns.
- Send to the Extension director’s office for use in the *Extension Connections* newsletter.