

From *NapaLife*

## Hints for publicizing events

Many people who aren't trained in the art of public relations are tasked with announcing events for their businesses and organizations. I've prepared some free short summaries to help, and written a book with more details for the wine business (*Spinning the Bottle Again*, with the late Harvey Posert), but to make it even simpler, here are the absolute basics:

We really do need the “who, what, when, where and how” but why or who cares might be just as important, and how much and how do I reserve or pay is vital.

- Who (What organization)
- What (What is happening)
- When (The day of the week, date and time. You don't need to give the year if it's this year.)
- Where (Location, including the address; no zip or state is needed. We aren't mailing a letter.)
- Why/who cares (If you want people to attend, you might give some reasons why they'd want to, but keep it short.)
- How much (Always give the price. Don't be embarrassed. Almost everyone needs to know before deciding to attend or buy.)
- How to reserve or pay. Give a way to pay, preferably a website linked to your organization, not Eventbrite or Cellarpass. Phone and email are useful, too.

Very important: Send the information in a simple email or Word document, not in a flyer, image (jpg), brochure, pdf or Facebook page. No matter the ultimate use, whoever is using the information needs words.

For twice the space and a hundred times the attention, include a photograph, preferably with people. Many people don't read much these days. *NapaLife* and most publications don't normally use artwork like that you prepare for flyers, etc.

These “rules” apply to almost anyone you want to broadcast your message,, from newspapers, magazines and newsletters to radio, TV and social media.

If you want the six-page expansion of things to make editors love you, email [paul@napalife.com](mailto:paul@napalife.com).

You can buy *Spinning the Bottle Again* at Amazon's [www.createspace.com/3794516](http://www.createspace.com/3794516), or from me.