

Finding Media Contacts

"NOW" is the time to start contacting area media about **possible interviews** in connection with National Emu Week. **Speak** to local groups and don't forget to place **event announcements** "wherever" they can be placed.

Possible places to start might be:

local radio stations

- local events listing & sound bites
- local talk radio - call in or interview (usually AM stations but, not always)

local TV stations

- early morning shows
- noon news programs
- locally produced programs
- "day trip" features
- local events listing

local newspapers

- editors
- reporters
- event listings

area magazines

- article
- event listing

websites

- local foods
- individual listings
- local events listing
- TV & radio event listings

blogs

social media

- Facebook
- Twitter
- etc.

area & state tourism groups

- event listing (list N.E.W. events on their websites)

local chamber of commerce

- event listing

university ag extension agent

- mention in newsletter
 - mention or interview on radio show
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