

Getting the word out about your event is important to its success. Fox Chase Cancer Center can help by giving you guidance in reaching out to the media.

Fox Chase will provide the following media support to help manage publicity for events benefiting the Center:

- An event planning guide and checklist
- A posting on the Fox Chase Cancer Center Web site calendar of events (with a link to your Web site if created)
- Event planning advice
- Limited existing materials for your event such as balloons, a Fox Chase Cancer Center banner(s) and brochures (three weeks notice required for quantities of 50 or more)
- Press release template that can be tailored to your event
- Review of your press release(s)
- A list of local media contacts for distribution of your press release(s) upon request
- A representative from Fox Chase at your event if requested (we will need to know the details of our attendance and the expectations of the person attending)

## Newspapers and Web sites

- To have your event included in community calendars, send information at least three weeks prior to the event. Your event has a better chance of running in such a calendar when you give more lead-time. Address your correspondence “Attention Calendar Editor”.
- Be sure to include all essential information about your event: event name, date, time, location, contact and language about your choice to donate to Fox Chase. Include contact phone number and email address for editors and interested participants.
- Call to follow-up and make sure the newspaper or Web site received your information.

## Television

- To have a television station cover your event, send information the week of the event.
- Be sure to include all essential information about your event: event name, date, time, location, contact and language about your choice to donate to Fox Chase. Include contact phone number and email address for editors and interested participants.
- Call to follow-up the **day of the event** to make sure the TV station received your information.

## Radio

- To have a radio station run public service announcements (PSAs) about your event, be sure to send information at least four weeks prior to the event.
- Be sure to include all essential information about your event: event name, date, time, location, contact and language about your choice to donate to Fox Chase. Include contact phone number and email address for editors and interested participants.
- Call to follow-up and make sure the radio station received your information.