

Holyoke Community College

PUBLICITY REQUEST

We request at least two weeks' notice for publicity requests. See next page.

Today's date: _____ Your name: _____
Ext.: _____ best times to call: _____
Alternate phone: _____ best times to call: _____
Email: _____

What is the purpose of your request? (check all that apply)

_____ Publicize event _____ Feature story idea
_____ Photo opportunity _____ Other: _____

When and where is it happening?

Day(s): _____ Date(s): _____
Start time: _____ a.m./p.m. End time: _____ a.m./p.m.
Is this a recurring event: _____ If so, how often? _____
Location: _____

Contact person: _____ Phone number (for publication): _____
Email: _____

Event information:

Name of event: _____
Description of event: _____

Sponsored by (please give all groups, clubs, etc. involved): _____

Does event have website, or should links to websites be provided? List URLs: _____

Open to the general public? _____ yes _____ no

Please specify how many if there are a limited number of slots/seats/openings: _____

Target audience. If this is for a particular segment of the population (e.g. for single mothers or for local business leaders, etc.) please describe: _____

Admission fee: _____ RSVP or registration deadline (date): _____

Story idea:

Describe the story angle that you envision (if applicable or you have something in mind):

If this represents a partnership or collaboration with other groups or organizations, or requires a funding statement, please describe and provide partnership statement and/or funding statement:

If your story is about a person, we assume you've told him/her that we'll be in contact with him/her. Please give us his/her phone number(s) and best times to call:

(Note: without this information, we cannot pursue the story.)

Are there people (experts etc.) involved in this story that HCC, or the press, should interview? Please give us their names, titles, phone numbers, and best times to call them

Photo opportunity:

Describe the photo (include time, place and names of people involved):

If the photo already exists, please identify all people in it and give us a caption:

Additional comments:

We request at least two weeks notice for publicity requests to allow time for writing, distributing, or arranging coverage as applicable. And to allow for media outlets' required lead time. Requests with shorter lead-time may not be able to be fulfilled or may not be as extensively publicized as those submitted with appropriate lead-time. We handle many publicity requests and often cannot accommodate last-minute notice.

Please return form to Marketing and Public Relations

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