



PROMOTING YOUR MEETUP GROUP IN THE MEDIA

There are people in your area who want to learn about your group – and the local media is eager to learn of community goings-on. Getting covered in the media is a great way to raise public awareness of your group and can help recruit new members. Any time you can get your Meetup Group into the news, hundreds and possibly thousands of people will learn about you and your group.

The main purpose of Public Relations (PR) is to get your message out to the people who are interested in what you're doing. The basic steps to communicating efficiently are fairly simple:

-Identify Your Target Audience

1 Do Your Research: Get to know which journalists cover your kind of story. The best way to learn this is to read your local media and observe who does what.

2 Take Advantage of Opportunities: Almost every newspaper has a 'Calendar Listings' section, which is always on the lookout for local events.

Meetup's PR team is also always looking for good stories. If you'd like us to keep you in mind, please send a short message about why your group is noteworthy to: pr@meetup.com. There are always easy opportunities like this if you do your research and know what to look for.

-Write a Message to Reach Your Target

3 Make the Journalist's Job Easier: Remember to answer the 5 W's when alerting the press: Who, What, When, Where, and Why. If you can answer these 5 questions about your Meetup Group, you make the journalist's job much easier and increase the likelihood that they will listen to you.

4 Break Through the Clutter: In order to get noticed, you need to say what makes your group unique, timely or interesting. Is your Knitting Meetup Group all Harley owners? Will your French Meetup Group be celebrating Bastille Day this month? Make sure you let the journalists know why your Meetup Group is worthy of ink.

5 Speak Their Language: Many people are familiar with press releases but a lot of modern newsrooms actually prefer what is known as a Media Alert. Media alerts are short and concise and serve as invitations for coverage (example attached). Every journalist has their own preferred way to learn of stories; it's your job to learn this.

-Send Your Message and Follow Up

6 Journalists are People Too: PR is not about sending information into an abyss; these are real people you're contacting. Send the message in a way they'll be comfortable with and follow up politely. Listening to the journalist you contact can help you focus your message for the future.

7 Be Available: Make sure to include complete contact info on anything you send to the press including your name, phone number and email address. Your goal should be to make it as easy as possible for the journalist to cover you favorably.

8 Stay on Message: It may seem easy to explain your Meetup Group to your family, but when you have 3 minutes with a journalist, you may forget some important details. Every time you plan on speaking with the press, be sure to know what points you want to get across, it might even be worth practicing out loud. For some ideas and pointers on what to share with your local journalists, please see the addendum on Meetup Talking Points.



SPEAKING WITH THE MEDIA ABOUT YOUR MEETUP GROUP

Speaking with the media is an excellent opportunity for you to share your Meetup experience with your community and the world. Whether a reporter is interviewing you on television, the radio, or for a newspaper article, there is one key message to communicate: what your Meetup experience has been and why that is special to you. Here are some ideas:

- If you're an Organizer, talk about how you've grown your Group. Where was it when you started? Did you grow it from the ground up, or did you volunteer to lead an existing Group? What were some of the challenges you overcame and the rewards that came as a result?
- Talk about the purpose of your Group. Do Members gather to learn something from each other, such as speaking another language? Do you share a hobby together, such as cooking? Do you work together to improve your community, such as cleaning up a local park? Do you discuss particular issues and interests, such as local politics?
- What is a typical Meetup like for your Group? Where do you usually have them? What usually goes on at them? Give some general information about what people can expect by attending one of your monthly events.
- Mention some memorable experiences that you've had with your Group. Did you have an event where you did something special together or went somewhere unusual? Was there something that your Group did to make a difference in your community? Did you have a special guest come in to speak?
- How has being a Member or Organizer of this Meetup Group impacted your life? Have you made new friends? Learned something new? Made an impact on your community? Talk about what being part of this Group means to you.
- What's next on your Group's agenda? Any special events coming up? When is the next monthly Meetup? Directing people to www.meetup.com is the easiest way for them to find your Group's homepage.

Sometimes reporters may want to round out their story with an official comment from Meetup. In that case, you can direct them to Meetup's PR department via e-mail at pr@meetup.com. And if you have any other PR-related questions, you can also use that address to get in touch with us!



How to write an effective Media Alert:

Media alerts are short, detail-heavy documents that make it clear to reporters why they should cover your event. Below is an example of a media alert. On the following page, use the template to create your own version for your local paper. Just fill in the details about your own Meetup Group.

All you need to do is get it in the right person's hands at the media outlet, follow up via phone – and have a great Meetup!

MEDIA ALERT * MEDIA ALERT * MEDIA ALERT

PUGS MEETUP GROUP TO PUT ON PUG FASHION SHOW AT JONES PARK ON SATURDAY, MAY 15TH

PUG OWNERS OF ALL AGES AND APPEARANCES WILL BE HOSTING A FASHION SHOW IN JONES PARK ON SATURDAY, MAY 15TH AT 3 PM. THIS UNIQUE GATHERING OF OWNERS AND DOGS IN MATCHING GARB IS A GREAT OPPORTUNITY FOR PHOTOS AND TO MEET THE LOCAL GROUP OF THE INTERNATIONAL PUG MEETUP (ONE OF 324 MEETUPS OCCURRING ON SATURDAY).

ALL MEMBERS WILL BE DRESSING EXACTLY LIKE THEIR DOGS AT THIS ANNUAL FASHION SHOW THAT IS USED AS A FUNDRAISER FOR THE GROUP'S ACTIVITIES. INTERVIEWS AVAILABLE!

*******GREAT PHOTO OPPORTUNITY*******

WHO: PUGS AND THEIR OWNERS – IN MATCHING CLOTHES

WHAT: INTERNATIONAL PUG MEETUP DAY
(324 MEETUPS IN 256 CITIES WORLDWIDE)

WHEN: SATURDAY, MAY 15, 2004 AT 7PM

WHERE: JONES PARK
(SOUTHEAST ENTRANCE)

URL: [HTTP://PUG.MEETUP.COM/321](http://pug.meetup.com/321)

CONTACT: YOUR NAME, ORGANIZER
917-555-1222
(YOUR EMAIL ADDRESS)