



Publicity Outlets

Student organizations should take advantage of the two basic forms of free publicity— all of which are quick, easy, inexpensive and effective: Public service announcements (PSA) and News releases.

PUBLIC SERVICE ANNOUNCEMENTS/CALENDAR OF EVENTS

PSA's should be sent to radio and television stations two to three weeks before you want the announcements to be made. Whether or not the announcements are actually made, and how often, is at the station's discretion.

FORMAT FOR PSAs

- Be brief (two or three sentences).
- Include who, what, where, when, why, and how.
- Include a contact person whom can be reached for more information.
- Use simple words. If some of the names or titles will be unfamiliar to the announcer, include a phonetic spelling.
- The event should be open to the public, and included on a community or campus calendar of some kind.

SAMPLE PSA (4 X 6 CARD)

<p>PUBLIC SERVICE ANNOUNCEMENT The UNL Art Club is sponsoring Reinhold Marxhausen (Rine Hold Marks Howzen), Professor of Art at Concordia College.</p> <p>He will speak and present a slide show on creativity on Wednesday, April 23, at 6 p.m., NE East Union, Great Plains Room, UNL East Campus.</p> <p>This program is open to the public; there is no admission charge.</p> <p>FOR FURTHER INFORMATION: Mike Hofeldt (Hoe Felt), 472-1780.</p>

For more information on organization and personal development skills in the SOAR series, stop by or call UNL Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

Revised 6/2008

NEWS RELEASES

The purpose of a news release is to provide enough information to have a reporter write a story on your event. The information should form a “skeleton” of your event.

TIPS FOR EFFECTIVE NEWS RELEASES

- Type on letterhead (establishes credibility).
- At the top, type “For Immediate Release” or “For Use After: (date).”
- Double-space down and write “For more information contact: (name, title, phone number).”
- Remember, editors receive stacks of news releases each week. Give them information right away that will make them want to include your activity in their publication. Put the most important information in the first paragraph. Try to fit in who, what, where, when, why and how.
- The second paragraph should include more information about the event, author, program, etc.
- Be sure to include who is sponsoring the event.
- Cover all the important information, but keep the release to one page or less. Double-space if possible.
- Enclose a black and white photo, if available.
- If you have time, call the publication and ask them the name of the person to whom news releases should be directed. This gives you more credibility and may make publicity more likely. If you don't have time, send the information to news editor, entertainment editor, campus editor, focus editor, etc.
- Make a list of who you sent the news release to in case of mistakes or cancellations and for future reference.
- When sending your press release via e-mail, be sure it is from a reputable e-mail address (i.e. Joe.Smith@gmail.com rather than CoolStud@gmail.com) and make sure your subject line is meaningful and accurate (i.e. “UNL's Chess Club presents city-wide tournament,” rather than “Chess Tournament”). Always use professional language when addressing media resources so they take your information seriously. Proofread, proofread, proofread!

student involvement
<http://involved.unl.edu>

MEDIA RESOURCES

RESIDENCE HALL

NEWSLETTERS

Complex Connection

Abel/Sandoz
860 N. 17th St. - City Campus (0602)
472-1014 Fax: 472-0761

The Newsletter

Harper/Schramm/Smith
1140 N. 14th St. - City Campus
(0617)
472-1066 Fax: 472-0763

Bull Sheet

Burr/Fedde/Love
1701 N. 35th St. - East Campus
(0831)
472-1025 Fax: 472-0762

Sellections

Selleck
600 N. 15th St. - City Campus (0621)
472-1078 Fax: 472-0760

CaPtioNs

Cather/Pound/Neihardt
540 N. 16th St. - City Campus (0626)
472-4278 Fax: 472-9293

UNL NEWSLETTERS

The Scarlet

321 Canfield Administration
City Campus (0424)
472-8518 Fax: 472-7875
Scarlet.unl.edu

Blueprint (published monthly)

College of Engineering
208 Canfield Admin.
City Campus (0501)
472-3181 Fax: 472-7792

Nformation (published every two weeks)

Student Involvement
200 Nebraska Union
www.unl.edu/Nformation

RSO Notices Newsletter (sent to RSO advisors, presidents and treasurers)

Student Involvement
200 Nebraska Union
involved@unl.edu

LOCAL HIGH SCHOOL

NEWSPAPERS

The Advocate

Lincoln High School
2229 "J" St. (68510)
advocate@lps.org

The Clarion

Lincoln Southeast High School
2930 S. 37th St. (68506)
436-1366 Fax: 436-1357
jhanika@lps.org

The Northeastern

Northeast High School
2635 N. 63rd St. (68507)
436-1303, ext. 375
Fax: 436-1345

The Oracle

Lincoln East High School
1000 S. 70th St. (68510)
436-1302 Fax: 436-1325
jholt@lps.org

Hawk Talk

Lincoln SW High School
7001 S. 14th St. 68512
436-1306

AREA COLLEGE NEWSPAPERS

Daily Nebraskan

34 Nebraska Union (0448)
472-2588
Dn1@unl.edu
www.dailynebraskan.com

The Antelope – UNK

109 Thomas Hall
Kearney, NE 68849
(308) 865-8488
<http://mcluhan.unk.edu/antelope/>

The Creightonian

Creighton University
2500 California Plaza
Omaha, NE 68178
280-2539 Fax: 280-4730
<http://press.creighton.edu>

The Gateway – UNO

6001 Dodge St.
Omaha, NE 68182
554-2352 Fax: 554-2735
<http://www.unogateway.com/>

The Sower

Concordia University
Seward, NE 68434
643-4073 Fax: 643-7307
www.cune.edu/Sower

LOCAL NEWSPAPERS

READER OMAHA

For advertising information, contact
Antonio M. Guardiola
aguardiola@abm-enterprises.com

Grassroots Nebraska

Kim R Smith, Editor
LifeWorks Publishing
3181 R Street
PO Box 30047
Lincoln, NE 68503-0047
LifeWorksP@aol.com

Lincoln Journal Star

926 "P" St. (68508)
475-4200
<http://www.journalstar.com/calendar/>

TELEVISION STATIONS

10-11 Television

Community Calendar
<http://www.kolnkin.com/community>

RADIO STATIONS*

KEZO Radio

11128 John Galt Blvd.
Omaha, NE 68113
988-5338 for Public Service
Announcements

KFRX

Janessa Coffey, Sales Manager for
Advertising Space
3800 Cornhusker Hwy
Lincoln, NE 68504
jcoffey@thre eagles.com
402-466-1234

KLIN/KEZG

Alissa Nelson, for Public Service
Announcements
news@broadcasthouse.com

KRNU Radio – NU

Rick Alloway
472-6856
Ralloway1@unl.edu

KTGL/KIBZ/KZKX Radio

4630 Antelope Creek Rd., Ste. 200
Lincoln, NE 68506
484-8000

KZUM Radio

941 "O" St., Room 1025
Lincoln, NE 68508
474-5086 Fax: 474-5091

WOW Radio

5032 N. 72nd St.
Omaha, NE 68134
Sue Borg, for Public Service
Announcements
573-6397

NET RADIO

<http://www.netnebraska.org/radio/>
Click on "Events" to submit an event.

When calling radio or TV stations, be sure to specify whether you want to buy advertising space or make a PSA. By doing so, you will be put in touch with the appropriate person.