



Get Active Event Promotion Tips

Media Advisories (see attached sample) can be emailed or faxed to the media contacts found below. If your event is picked up, it will help raise awareness and increase attendance.

Media Contacts:

Northern News Services

Phone: (867) 873-4031

Fax: (867) 873-8507

Email: editorial@nnsi.com or bryant@nnsi.ca

Yellowknifer

Phone: (867) 766-8256

Fax: (867) 873-8507

Email: editorial@nnsi.com

Sports Reporter

Phone: (867) 766-8257

Fax: (867) 873-8507

Email: sports@nnsi.com

Inuvik Drum

Phone: (867) 777-4545

Fax: (867) 777-4412

Email: inuvikdrum@nnsi.com

Hay River Hub

Phone: (867) 874-2802

Fax: (867) 874-2804

Email: editor@ssimicro.com

Yellowknife Coffee Break News

Phone: (867) 445-6397

Email: admin@coffebreaknews.com

Cabin Radio

Phone: (867) 688-0105

Email: mailbox@cabinradio.ca

CKLB

Phone: (855) 966-2552

Email: news@ccklradio.com

101.1 The Moose

Phone: (867) 920-4663

Fax: (867) 920-4033

Email: 100news@moosefm.com

CBC North News and Editorial

Phone: (867) 920-5431

Email: cbcnorth@cbc.ca

Facebook: CBC North or CBC NWT

Aboriginal Peoples Television Network (APTN)

Phone: (867) 873-2862 / (867) 444-1033

Fax: (867) 873-3786

Email: ccrozier@aptn.ca

EDGE YK

Phone: (867) 445-8360

Email: info@vergecomms.ca

L'Aquilon

Telephone: (867) 766-5172

Fax: (867) 873-2158

Courriel: ykjournaliste@northwestel.net

Radio Taiga

Telephone: (867) 766-5172

Fax: (867) 873-2158

Courriel: civr@radiotaiga.com

Recreation for Life!



3rd Floor, 4908-49th Street
Box 841, Yellowknife, NT X1A 2N6
T: (867) 669-8375 E: admin@nwtrpa.org nwtrpa.org



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How to get people to your event:

- Newspaper ads;
- Local radio announcements;
- Posters around your community;
- Media advisory (see sample media advisory template);
- Local newsletters;
- Community TV channel;
- Word of mouth around your community;
- Facebook posts; or
- Personal invitations.

Facebook tips:

When posting, think about engaging your audience and encouraging people to attend your event.

- Create a public Facebook event where anyone can see the details;
- Post on your community Facebook page or post on your personal Facebook page;
- Consider asking other people to share your post to help promote the event;
- Make your post visually engaging by using good photos;
- Keep the text short when posting and include the important information only;
- Include a call to action such as asking people to like, share, or comment on your post; or
- After the event, post a fun photo and ask people to comment.

Sample Facebook posts:

- “Attend the Nordic Walking event at 3:00pm this Saturday and you could receive some great prizes” (include a photo of one of the prize items).
- “Come out this weekend and try the Get Active Squash event, it’s free and open to anyone. Comment here for more information!”
- Post a unique/fun photo of someone doing the activity with the caption: “Come try this activity next Friday at 6:00pm at the Band Office! Do you recognize this person?”
- “Need something to do this Sunday? Come try badminton at 1:00pm at the recreation complex” (include a photo).
- “FREE JIGGING EVENT this weekend! Message Mary for more information.”

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MEDIA ADVISORY

Date: November 15, 2014

Title or Name of Event

The first paragraph should answer the questions: who, what, when, where, and why. You don't need to include every person involved, but if there's someone of particular interest to local media include their name in addition to the company/organization holding or sponsoring the event.

Example: The NWT Wrestling Association and Caribou House School are hosting a wrestling clinic for all ages this Saturday November 12, 2014 from 10:00am until 3:00pm in Yellowknife, NT. Anyone interested in learning basic wrestling moves and watching a demo of Inuit-style wrestling should come out to the Caribou House School Gym, #204 45th Street. Lunch and snacks will be provided by Arctic Air. For more information, visit www.nwtwrestling.com or phone 867-867-7777.

WHO: Expand on the "who". Who's hosting the event? Include speakers or other important individuals who will be there, (include their names and titles if applicable).

Example: The NWT Wrestling Association and Caribou House School

WHAT: Describe the event or just include the event title if it's self-explanatory.

Example: Wrestling Clinic for all ages

WHEN: Provide the date, as well as the start and end time of the event.

Example: Saturday, November 12, 2014 from 10:00am until 3:00pm

WHERE: Give as much information as possible about the location (city, state, specific address, building name, room name – such as a certain conference room), etc.

Example: Caribou House School Gym, #204 45th Street, Yellowknife, NT

WHY: Why is it being held? It is to get people active, to raise money, to raise awareness for a cause, or to educate members of the public?

Example: Learn some basic wrestling moves and watch a demo of Inuit-style wrestling

ADDITIONAL DETAILS: List event sponsors, describe the audience the event is expected to reach, or anything else that may be of interest to the media. For additional information please visit WEBSITE, or contact NAME at PHONE NUMBER or at EMAIL ADDRESS.

Example: This Clinic is sponsored by Arctic Air. For more information, visit www.nwtwrestling.com or phone 867-867-7777

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