



Publicizing Main Street Events

Guidelines

We want every Main Street Portsmouth event to be as successful as possible. You and your team of volunteers work countless hours in planning every detail of your event to make sure it is a hit. We want to make sure people hear about what you have planned. To help make that happen, below are some guidelines for submitting your news to the Main Street office for distribution:

- **Send any news items to:**
Main Street Portsmouth
P.O. Box 620
Portsmouth, OH 45662
740-464-0203
program@mainstreetportsmouth.org
- **Send us your news item at least three weeks in advance.** That will give us enough time to distribute news releases to area newspapers, radio stations, television stations, and any other appropriate media in time to meet their deadlines. It also enables us to post the information on the website, put it in the Main Street newsletter, and possibly arrange for interviews or any other promotional venues.
- **Let us know who to contact.** Always provide a contact name and number of someone who would be willing to talk to the media about your event. Reporters often want more information, or want to develop the story into a nice feature article or radio spot and need someone to interview. This could help build interest in your event.
- **Answer the 5 Ws.** When submitting your news item, make sure to answer the 5 W's: Who, What When, Where, & Why.
- **Make it Picture Perfect.** Think about any photo opportunities related to your event that could be used as pre-publicity. Will you have volunteers working on posters, painting, decorating, etc? Anything visual helps tell your story.
- **Rely on the web.** We now have an up-to-date Main Street Portsmouth web site with lots of information that can help you. We also need you to help the site stay current. Make sure that your event is promoted on the web, and list the web site in your release and on your flyers. The new site can be found at: www.mainstreetportsmouthohio.org
- **Brand your flyers and posters.** Let us help make sure that your flyers and posters have the official Main Street Portsmouth logo and any other pertinent information.