

Publicity Guidelines

Strategies for co-sponsored groups

In response to requests from co-sponsored groups and other affiliates, Chesterfield County Parks and Recreation Department has created a listing of recommendations and guidelines to support you in dealing with the media as you seek the best methods to publicize/market your programs, activities and events. *Parks and Recreation should not be your sole source of publicity. We recommend using the media contacts below, as well as your own website, email newsletter, social media and other avenues.* If you need additional information, please contact Bill Carlson at Chesterfield County Parks and Recreation at 748-1623.

1. Create a concise, typed press release following the “Who, What, When, Where, Why and How” format. Do not abbreviate or use slang or industry/association terms without explaining them first. Never assume a reporter/editor will know what a term means.
2. Print the release on association/league/organization letterhead.
3. Designate and identify one spokesperson from your organization as the “Media Contact.” Media Contact information should be listed on a separate line above the headline of the press release. Provide day and evening phone numbers next to the media contact’s name so that he/she can be reached if more information is needed.
4. Target your press release distribution by identifying (by name) key reporters and editors who cover your area of news, community affairs or sports.
5. Mail, e-mail or FAX your release about four weeks prior to the start date or registration of your program/event. Some monthly publications require eight weeks of advance notice. In most cases, television and radio stations need at least two weeks advance notice for “Community Calendar” items. (Refer to key media outlets listed below.)
6. **School/Athletic flyers** must be submitted electronically to Tanya Conner, 748-1120, at connerta@chesterfield.gov at Chesterfield County Parks and Recreation for joint approval with Chesterfield County Public Schools. The Chesterfield County Parks and Recreation footer and logo must be displayed on any flyer to be distributed. Please allow at **least two weeks** for review and approval. All flyers must follow the guidelines of the Parks and Recreation Department and School Board for distribution in schools. Distribution is limited to the school areas covered by your association or community-oriented event. Flyers will not be blanketed to all schools. Typical distribution is limited to five schools. There is no guarantee the school will distribute your flyer. That decision is up to the individual school. You may be able to leave flyers in school offices at a minimum.

Key Media Outlets:

Richmond Times Dispatch
PO Box 85333
Richmond, VA 23293
649-6990; FAX: 649-6836
content@timesdispatch.com

Chesterfield Observer
PO Box 1616
Midlothian, VA 23113
545-7500; FAX: 744-3269
editor@localnewsllc.com

Progress-Index
15 Franklin St
Petersburg, VA 23803
732-3456; FAX: 732-8417
newsroom@progress-index.com

The Village Mill
3001 E. Boundary Terrace
Midlothian, VA 23112
744-1035; FAX: 744-5148
villagemill@brandermill.com

Richmond Free Press
PO Box 27709
Richmond, VA 23261
644-0496; FAX 643-7519
news@richmondfreepress.com

Hopewell News
PO Box 481
Hopewell, VA 23860
458-8511; FAX: 458-7556
www.hopewellnews.com

Style Weekly
220 Hull Street, Suite 100
Richmond, VA 23224
358-0825; FAX: 358-1079
info@styleweekly.com

WWBT-NBC 12
230-1212
newsroom@nbc12.com

Village News
PO Box 2397
Chester, VA 23831
751-0421; FAX: 751-9155
www.villagenewsonline.com

Richmond Parent/50 Plus
8010 Ridge Road, Suite F
Henrico, VA 23229
673-5203; FAX: 673-5308
mail@richmondpublishing.com

WTVR-CBS 6
254-3684
newstips@wtvr.com

WRIC-ABC 8
330-8814; FAX: 330-8883
news@wric.com

Note: The media is not obligated to use your press release. They decide what gets published based on other news and priorities of the publication or news outlet.

Chesterfield County Parks and Recreation is on Facebook and Twitter. Feel free to share our posts and send us news of exciting events you are hosting. parksrec@chesterfield.gov



www.facebook.com/chesterfieldvaparksrec



www.twitter.com/ccprva