

**Interested in getting publicity for your program, event or activity?** Please follow the process below to alert the Public Relations Office of your needs.

1. Send your request to the NCCC Public Relations Office a minimum of three (3) weeks before your media outlets require release of upcoming events.
2. Please contact the Public Relations department by email at:  
[pr@niagaracc.suny.edu](mailto:pr@niagaracc.suny.edu)
3. In your email, please include a brief description of what you want promoted. PR will help create the press release or media advisory, but because you know your program/event/activity the best, we require that you include pertinent information such as:
  - a. Who does this pertain to?
  - b. What is the benefit to the public?
  - c. Where will it take place?
  - d. When will it happen?
  - e. How can people find out more information?
  - f. Why should the public be interested?
  - g. Any additional information that the public may need to know such as cost, whether they need to rsvp, contact information, etc.
  - h. Why is it important to know about it?
4. Include your preferred date of release and if you have a preferred form of media that you would like PR to contact.
5. Someone from PR will contact you to discuss and work with you on your request.

**To get the publicity you want :**

- ✓ Plan Ahead. Notify the PR Office a minimum of three (3) weeks before your event or activity to ensure adequate time is available for PR to send notification to the preferred media outlets.
- ✓ Is there a visual element? If it is a press release that is being sent, should you take pictures to accompany the press release? \*\*\*Note: News outlets will not accept images from social media devices (cell phones) for reprint.
- ✓ What is the best outlet for your message – print? social media? NCCC Today?

**PRESS RELEASE vs. MEDIA ADVISORY: WHAT IS THE DIFFERENCE?**

**Press Release** - Tells the media a story that you hope will interest them and they will print or broadcast the information sent. For example, NCCC sends the media a press release on a topic such as record student enrollment and they have a reporter contact the PR Office for more information or for an official comment.

**Media Advisory** - A media advisory is generally sent out before an event to formally announce a press conference or a specific event to get the media on campus. This type of announcement has to be significant and have an interesting visual feature so that it makes sense for the media to send someone out to shoot video or take photos.

\*\*Please note each media outlet decides what is newsworthy and what will be printed or broadcasted.