



# LET US TELL YOUR STORY!

## Getting the Word out to the Media

YOU play a big part in helping us tell the most interesting stories of the Clark County Fair each year.

The Media wants to hear new, unique and unusual stories. Stories about people, anecdotes on animals, crazy exhibits, touching moments and interesting local angles.

### **We can't alert the media of your story unless you take the time to tell us!**

It is very important that the Fair have designated spokespeople who coordinate our efforts with the media. The Marketing Director and PR Assistant work closely with the press on a daily basis and will pass along your information to the appropriate contacts.

We are asked every day during the event and in the weeks leading up to the Fair to share new and unusual information with the press. Please help us in this effort by sharing your story! Please note that we can not guarantee the media will cover a story we pass along to them.

Community awareness items such as requests for donated cell phones, eye glasses, books, etc. are also important items to make sure the Marketing Department is aware of so we can work to get coverage and engage our fair goers.

THANK YOU!