

# LET US TELL YOUR STORY!

## Getting the Word Out to the Media



The superintendents and their teams join the Fair marketing team during Fair to tell our great Clark County Fair story. We need your help to make certain that the most interesting and important information gets out to the media and our attendees.

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. They won't cover it if we don't let them know about it. We want to show as the theme says... We've got it all!

Community awareness items such as requests for donated cell phones, eyeglasses, 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 attendees.

*Send stories to Tawnia Linde at [tawnia.linde@cceventcenter.org](mailto:tawnia.linde@cceventcenter.org)*