

Promotion and Media Coverage - Task	Date completed
<p>Promotion and Media coverage (sometimes responsibility is assigned to a club reporter)</p> <ul style="list-style-type: none"> • Before the Event: <ul style="list-style-type: none"> ○ Publicize the event, including the date, location and time. Consider contacting local newspapers for their “Coming Events” column or local radio stations if available. Cable community access stations are another possibility. ○ Use the 5-W posters available in this section of the binder or on the accompanying USB, to advertise the event in your community. ○ Remember that each Area Council has a tab on the Manitoba 4-H Council website, as well as an event calendar, where details of upcoming events can be publicized. Contact M4HC at learns@4h.mb.ca at least two weeks before the event, providing the event's name (and the Area Council), date, time, location and a brief description. ○ You may also request that your event be listed in the eZine. • After the Event: <ul style="list-style-type: none"> ○ You may wish to submit a news article listing the winners of each category, other participants, judges and thanking sponsors. You may also include the date and location of the next level of competition. This section includes a template that may be of assistance. Keep in mind that this will need to be submitted very soon after the event, as many papers will not run articles that are past a certain time frame. ○ Note: Photo release forms need to be completed for each person in any picture. Release information is found on the “Member Event Form” or the “Photo Release Form” both of which are included in section 4 of this binder. All member participants will have completed one of the forms. You need to ask anyone else in photos to also complete the Photo Release form. 	
<p>Following the Event</p> <ul style="list-style-type: none"> • Update Planning Binder: <ul style="list-style-type: none"> ○ Update your portion of the planning binder with any suggestions for the next planning committee. • Submit Receipts and Invoices: <ul style="list-style-type: none"> ○ Submit receipts and invoices to the Area Council treasurer for payment if you incurred any advertising costs. 	