Student organizations should take advantage of the two basic forms of free publicity— all of which are quick, easy, inexpensive and effective: Public service announcements (PSA) and News releases.

**Public Service Announcements/Calendar of Events**

PSAs should be sent to radio and television stations two to three weeks before you want the announcements to be made. Whether or not the announcements are actually made, and how often, is at the station's discretion.

**Format for PSAs**
- Be brief (two or three sentences).
- Include who, what, where, when, why, and how.
- Include a contact person whom can be reached for more information.
- Use simple words. If some of the names or titles will be unfamiliar to the announcer, include a phonetic spelling.
- The event should be open to the public, and included on a community or campus calendar of some kind.

**Sample PSA (4 x 6 card)**

The UNL Art Club is sponsoring Reinhold Marshausen (Rine Hold Marks Howzen), Professor of Art at Concordia College. He will speak and present a slide show on creativity on Wednesday, April 23, at 6 p.m., NE East Union, Great Plains Room, UNL East Campus.

This program is open to the public; there is no admission charge.

For more information on organization and personal development skills in the SOAR series, stop by or call UNL Student Involvement, 200 Nebraska Union, 472-2454; or 300 Nebraska East Union, 472-1780. Staff members will be happy to assist you and answer your questions.

**News Releases**

The purpose of a news release is to provide enough information to have a reporter write a story on your event. The information should form a “skeleton” of your event.

**Tips for Effective News Releases**
- Type on letterhead (establishes credibility).
- At the top, type “For Immediate Release” or “For Use After: (date).”
- Double-space down and write “For more information contact: (name, title, phone number).”
- Remember, editors receive stacks of news releases each week. Give them information right away that will make them want to include your activity in their publication. Put the most important information in the first paragraph. Try to fit in who, what, where, when, why and how.
- The second paragraph should include more information about the event, author, program, etc.
- Be sure to include who is sponsoring the event.
- Cover all the important information, but keep the release to one page or less. Double-space if possible.
- Enclose a black and white photo, if available.
- If you have time, call the publication and ask them the name of the person to whom news releases should be directed. This gives you more credibility and may make publicity more likely. If you don’t have time, send the information to news editor, entertainment editor, campus editor, focus editor, etc.
- Make a list of who you sent the news release to in case of mistakes or cancellations and for future reference.
- When sending your press release via e-mail, be sure it is from a reputable e-mail address (i.e. Joe.Smith@gmail.com rather than CoolStud@gmail.com) and make sure your subject line is meaningful and accurate (i.e. “UNL’s Chess Club presents city-wide tournament,” rather than “Chess Tournament”). Always use professional language when addressing media resources so they take your information seriously. Proofread, proofread, proofread!

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http://involved.unl.edu
**Media Resources**

**Residence Hall Newsletters**
- Complex Connection
  - Abel/Sandoz
  - 860 N. 17th St. - City Campus (0602)
  - 472-1014 Fax: 472-0761

- The Newsletter
  - Harper/Schramm/Smith
  - 1140 N. 14th St. - City Campus (0617)
  - 472-1066 Fax: 472-0763

- Bull Sheet
  - Burk/Fedde/Love
  - 1701 N. 35th St. - East Campus (0831)
  - 472-1025 Fax: 472-0762

- Selections
  - Selleck
  - 600 N. 15th St. - City Campus (0621)
  - 472-1078 Fax: 472-0760

- CaPtiOns
  - Cather/Pound/Neihardt
  - 540 N. 16th St. - City Campus (0626)
  - 472-4278 Fax: 472-9293

**UNL Newsletters**
- The Scarlet
  - 321 Canfield Administration
  - City Campus (0424)
  - 472-8518 Fax: 472-7875
  - Scarlet@unl.edu

- Blueprint (published monthly)
  - College of Engineering
  - City Campus (0501)
  - 472-3181 Fax: 472-7792

- Nformation (published every two weeks)
  - Student Involvement
  - 200 Nebraska Union
  - www.unl.edu/Nformation

- RSO Notices Newsletter (sent to RSO advisors, presidents and treasurers)
  - Student Involvement
  - 200 Nebraska Union
  - involved@unl.edu

**Local High School Newspapers**
- The Advocate
  - Lincoln High School
  - 2229 "J" St. (68510)
  - advocate@lps.org

- The Clarion
  - Lincoln Southeast High School
  - 2930 S. 37th St. (68506)
  - 436-1366 Fax: 436-1357

**Local Newspapers**
- READER OMAHA
  - For advertising information, contact
  - Antonio M. Guardiola
  - aguardiola@abm-enterprises.com

- Grassroots Nebraska
  - Kim R Smith, Editor
  - LifeWorks Publishing
  - 3181 R Street
  - PO Box 30047
  - Lincoln, NE 68503-0047
  - LifeWorksP@aol.com

- Lincoln Journal Star
  - 926 "P" St. (68508)
  - 475-4200
  - http://www.lincolnjournalstar.com/calendar/

**Television Stations**
- 10-11 Television
  - Community Calendar
  - http://www.kolnkgin.com/community

**Radio Stations**
- KEZO Radio
  - 11128 John Galt Blvd.
  - Omaha, NE 68113
  - 898-5338 for Public Service Announcements

- KFRX
  - Janessa Coffey, Sales Manager for Advertising Space
  - 3800 Cornhusker Hwy
  - Lincoln, NE 68504
  - jcoffey@threeeagles.com
  - 402-466-1234

- KLIN/KEZG
  - Alissa Nelson, for Public Service Announcements
  - news@broadcasthouse.com

- KRNU Radio – NU
  - Rick Alloway
  - 472-6856
  - Ralloway1@unl.edu

- KTGL/KIBZ/KZKX Radio
  - 4630 Antelope Creek Rd., Ste. 200
  - Lincoln, NE 68506
  - 484-8000

- KZUM Radio
  - 941 "O" St., Room 1025
  - Lincoln, NE 68506
  - 474-5086 Fax: 474-5091

- WOW Radio
  - 5032 N. 72nd St.
  - Omaha, NE 68134
  - Sue Borg, for Public Service Announcements
  - 573-6397

- NET RADIO
  - http://www.netnebraska.org/radio/
  - Click on "Events" to submit an event.

When calling radio or TV stations, be sure to specify whether you want to buy advertising space or make a PSA. By doing so, you will be put in touch with the appropriate person.