



## Publicity Request

*"You have a goal. We have a way to get you there."*

In order to give the widest exposure, please send your request a minimum of **30 days prior** to event.

### *Basic Information*

**First/Last Name** |

**Email** |

**Telephone** |

**Unit/Organization** |

**Today's Date** |

**Event Date** |

**Event Location** |

### *Goals and Objectives*

**Impact** | Why is this important? Why will the community care? (Examples: This is a commander priority; This affects their money; This affects their families; This is an opportunity to... )

**Audience** | List all specific groups of people you want to target. (Examples: Community teens; Single service members; Spouses, etc.) Please be more specific than "everyone"! We can target more than one group with more than one product but this works better if you're specific.

**Goal** | What specific, measurable result are you looking for? (Examples: We want more than 120 attendees at this event; We want 20 inquiry phone calls per week; We want people to stop coming in to Building X and instead go to Building Y, etc.)

**Timeline** | How soon can get a measure of our success? (Examples: Day of the event; one month after the campaign starts, in four months when the inspection happens, etc.)