

Publicity for Your Event

Marketing and promotion are essential for a successful conference. Here are some ideas about how you can use television, radio, and print media to publicize your event.

News Releases

Create a news release that focuses on an important issue and offers a solution - your event. Focus on a problem and offer a solution (your event or an interview with Pete Wright). Other angles: local controversy, current news, predictions, and trends. Your goal is to provide the media with a story that captures their imagination.

Your news release can say that Pete and Pam Wright are the authors of three books about special education law and advocacy and that we built the #1 ranked web site about special education law and advocacy. Do not use the books or Wrightslaw.com as the subject of your news release – use the books and website to give us credibility as experts.

Naomi Grossman, organizer of Wrightslaw Boot Camp in Hawaii, wrote that the state of Hawaii had not complied with the IDEA so children with disabilities were not receiving appropriate educational services. Pete Wright and Pam Wright were coming to Hawaii to train parents on how to advocate for their children. She mentioned that Pete Wright represented Shannon Carter, a child with a disability, before the U. S. Supreme Court where he received a unanimous decision. She wrote, “Pete and Pam Wright are the authors of two best-selling books about special education law and advocacy.”

Because of Naomi’s contacts with the media, several television reporters interviewed Pete and Pam before the program. These interviews aired on local news shows. Naomi also arranged for Pete and Pam to be guests on afternoon and evening talk radio shows. This media attention caused more parents to hear about the program, gave credibility to the program, and led to increased registrations.

Books & Bios

When you send information to the media, include copies of *Wrightslaw: Special Education Law*, *Wrightslaw: From Emotions to Advocacy* and *Wrightslaw: All About IEPs* information about the Wrightslaw website, and biographical information about Pete and Pam Wright. You will find biographical information and news clippings in the conference subdirectory at <http://www.wrightslaw.com/conf/>. Harbor House Law Press offers a 50% discount on books for marketing and promotion.

Conference Brochures & Photographs

If you decide to design your own brochure, we can provide photographs for your brochure and publicity. Our conference past page will provide samples from past conferences.

<http://www.wrightslaw.com/speak/past.htm>

Images can be found at <http://www.wrightslaw.com/conf/photos/>

Radio

Radio Interviews by Telephone

Radio interviews by telephone are an easy, effective way to promote and publicize your event. Think about how to time radio interviews so you get maximum exposure for your program in advance.

Arrange to have local radio stations interview Pete and/or Pam Wright over the phone. We can send a list of questions for the host to use. Most radio stations like telephone interviews because –

- Talk shows need interesting guests to attract listeners and viewers.

- Phone interviews are easy to arrange because they minimize problems with time conflicts and tight schedules.

For human interest, you can tell interviewers that Pete Wright is the dyslexic lawyer who successfully represented a dyslexic child before the U. S. Supreme Court where he received a unanimous decision.

“Free Books” Offers

Radio interviewers like to offer free things to their listeners. You can offer free copies of *Wrightslaw: Special Education Law* and *Wrightslaw: From Emotions to Advocacy* to radio and TV shows that conduct interviews. You might offer a specific number of books for the station to donate to their listeners. "Free Books Offers" work best in long interviews and in interviews where people call in with questions.

Again, Harbor House Law Press will send you books for marketing and promotion at a 50% discount.

TV Talk Shows

An appearance on a local TV talk show can produce dramatic results. Many stations have special shows where they interview authors. Most stations have at least one talk show. Local stations have community affairs programs.

As a rule of thumb, allow four to eight weeks lead time for TV talk shows. Contact the producer at least four weeks ahead of the date that we will arrive in your community. When you call, talk to the receptionist at the station to confirm the name of your contact (people change jobs often in this business.) You want to talk to the booking agent (title may be producer, talent coordinator, etc.). Give this person a pitch about Pete and Pam Wright as authors **and** speakers at your event. Tell them how we can enliven the show.

Broadcast media appeal to emotions. Different shows have different needs:

- Early morning shows want practical advice.
- Daytime talk shows want drama and conflict - or advice about how to avoid drama and conflict.
- Evening news shows want scandal or controversy - or good commentary on scandal or controversy.
- Late night shows want humor or celebrity gossip.

The secret to success in booking interviews is persistence. Be persistent with major shows that should feature this issue. Send news clippings and information to these shows. Make sure your news releases targets the show's needs. Relate your conference to a current problem, issue or news event.

Print Media

If we are scheduled for a television appearance, try to book print media too. We can give interviews to newspapers and magazines in your community.

Bookstores

Contact local bookstores three to four weeks ahead of an interview and suggest that they order extra copies of our book. During an interview, we can mention these bookstores as places where people can get our books.

Send a postcard to local bookstores advising that *Wrightslaw: Special Education Law*, *Wrightslaw: From Emotions to Advocacy* and *Wrightslaw: All About IEPs* are stocked by the main wholesalers (Baker & Taylor and Barnes & Noble) so they can order books in advance.