Tips for Planning a Media Event:

1. Choose and secure your venue and date
   - Library
   - YMCA
   - Town Hall
   - City or County Building

2. Choose and secure a speak who will attract local media
   - Politician
   - Legislator
   - Mayor
   - Athlete
   - Local Celebrity

3. Create list of invitees
   - Local organizations
   - Pool operators
   - Swim clubs
   - Schools
   - Camps
   - Pool and Spa Professionals

4. Create media list and send invitations
   - Email
   - Phone Calls
   - Fax

5. Obtain sponsor funding

6. Order refreshments

7. Order consumer giveaways