

PR for FUUSA-sponsored events

The PR committee has developed an electronic spreadsheet that is used to send information on FUUSA-sponsored events to the media. Of note, some media require information as much as 6-8 weeks in advance. While most media do not require the same lengthy advance notice, in order for PR to request the greatest media/community exposure, it is important for your committee to provide information as far in advance as possible. At a minimum, the categories of information that must be provided are:

Who: (performer, speaker)

What: (type of event – concert, lecture, class, etc.)

Where: (this should be typically FUUSA)

When: date & time

Cost:

Description:

Contact person for this event from your committee: name and contact information (phone number, email address)

Please provide information, as far in advance as possible via email to: pr@albanyuu.org.