UNDERSTANDING PR - Getting the Press You Want

Publicity demands of VAPA events start long before a coming semester begins, so it is imperative that we make deadlines and stick to them. After a semester begins, print advertising of VAPA events goes into the Good Times, calendar listings go in all papers, and press releases are sent. All your submitted information must be accurate and if changes occur a new Event Request Form must be submitted to the your PC and then sent to the PAC Coordinator.

Early deadline PR publications include:
- VAPA Brochure
- Cabrillo Extension Catalogue
- Student Guide Newspapers
- Cabrillovapa.com website listing

Photos
A good publicity photo cannot be overstated. It can be the difference between being highlighted in a newspaper for not.

Please submit photos with your event that are in focus, well lit and of high resolution (at least 300 dpi at 5x7). If the photo is eye catching, it will usually get picked-up by the press. When time permits, Jana may photograph semester events for marketing purposes. These images are not for faculty to pass out to students or for general use, but solely for marketing your department through Marketing and Communications and the VAPA website.

Press Releases/PSA’s
All Cabrillo related press releases must be edited and distributed by the Marketing Department. If you would like a full press release to go out on your event, please submit 2-3 paragraphs that describe your event, background info, performance specifics and/or bios of headlining performers.

Marketing officially distribute releases, PSA’s and photos through their press channels.

Press Deadlines
- Calendar Listings: 2-3 week lead-time
- Editorial Coverage: 3-4 week lead-time. Longer for potential cover stories in weeklies.
- Reviews: 2-3 week lead-time before opening of event.
- Magazines: 3+ month lead-time

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