

Create a Media Event

By Nanette Miner

Did you know that you can gain media coverage – both radio and TV – without having to pay for it? You *can* if you create a worthwhile media event that attracts media attention! Here are some events to consider.

Hollywood Hair

The media is always interested in celebrities and dropping a celebrity's name will always bring attention. What do you do if you don't have celebrities that live in your area? Make your customers over into celebrity look-alikes. It's a gala affair when you roll out the red carpet for the rich and famous – and we all want to look like (and hobnob with) the rich and famous. A day of glitz and glamour including photo-shoots, makeup artists, and Hollywood hairstyles will be enough to win you the Oscar for best salon in town.

This type of event would attract both radio and television. Look for a Top 40 or Contemporary radio station to broadcast live from your "Hollywood Hairstyle" event, because they broadcast to the demographic that would be most interested in celebrity sightings. The radio DJ could comment on the "before" and "after" transformation and interview the celebrity look alike about how her new style makes her feel.

Television will be attracted to this event because of the visual appeal of the "before" and "after" transformation. Also, having a red carpet and a few spotlights will add to the glamour of the event.

From Hollywood to Halloween

When the leaves start to fall, invite your clients in for their Halloween "scareover." Think: Bride of Frankenstein, Punk Rockers, Velma from Scooby Doo, or Cleopatra! Have clients sign up ahead of time, tell you what character they will be, so that you can publicize your "guest" list. For example: *Come to A Cut Above on October 30th to meet Elvis!*

Day of Caring

Create your own "Day of Caring" by opening your doors on a day you would normally be closed, to groups such as veterans home residents, battered woman shelters, and children in the care of the state. Television stations would be more interested in this type of event because of its "good news" and community outreach angle.

Take Your Salon to the Media

Go to where the media is! Make it easy for them! Many communities have local road races, fairs, and other outdoor events. Make portable pedicures available for race runners, facials for the pie-eating contestants, and fun nail polish applications for children attending the fairs. (Hook up with the face painters for

this!) Since the media will already be covering the event, make sure they know that you are there, and that you are offering something unique and newsworthy.

You can do this by sending press releases two-three days in advance announcing your “event within the event,” and inviting them to speak with your on-site representative, whom you should name personally. For instance, *After the Labor Day 5K, please visit with Susan Smith of Beauty for You who will be offering free pedicures and foot massages to the runners*” It’s not a bad idea to also include Susan’s cell phone number in case the media can’t find you at the event and would like directions to your location.

At an event such a fair where the fair organizers have contracted with the radio stations for onsite broadcasting, make sure you visit the disc jockeys and invite them to your booth to sample what you are offering that day. Don’t forget that if the radio station is broadcasting all day from the event, the disc jockeys will change every four hours - make sure you visit every one of them. If they cannot come to your booth – go visit them, so they can talk about your product or service while they are experiencing it.

There is so much bad news going on in the world each day – the media is really anxious to hear, and cover, some good news. YOU should be the good news of the day!

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