

14 October 2014

## **Advertising the Passive House Days in the local media**

### **Overview of main points**

In order to get publicity for an event, the target group should be defined and the methods for reaching this target group should be planned. Viewing a Passive House is particularly interesting for the people living in the surrounding region. The most important "promoters" for this purpose are therefore the local media – especially the local editorial departments of regional newspapers, as well as local journals, websites, radio and television stations.

### **How to approach editors effectively**

- direct personal contact with local editors about one or two weeks before the event
- emphasise the local connection
- message should be to the point (heading/subject line should clearly mention the topic)

### **Facilitate the editor's work**

- provide a text that can be published as it is without requiring many changes (the attached sample text can be used for creating your own press release)
- provide (digital) photographs for free use in the article
- reporters should be offered the opportunity to view the house in advance

### **Increase the "news-worthiness" of the event**

- turn the opportunity to view the Passive House into a local event
- consider the possibility of inviting a local politician, school class or other local groups and clubs

### **Avoid "advertisement style"**

- the opportunity to visit a Passive House should be perceived as a "public event" and not as something promotional – it should therefore be presented accordingly
- direct contact with local reporters is the best way to ensure coverage even without parallel advertisements