



Submit your event to  
**KNOXVILLE  
EVENT  
CALENDARS.**



Post a news  
item on your  
**WEBSITE.**



Submit your  
event to the  
**CAMPUS  
CALENDAR.**



Create  
**SOCIAL  
MEDIA POSTS**  
that link back to  
the entry.



THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE

# How to Promote Your Events

Reaching the people most likely to  
be interested in your event is key to  
successful event promotion.  
Here are some ideas for promoting  
your event.



Consider print  
or digital  
**EXTERNAL  
ADVERTISING.**



**PURCHASE  
SPONSORED  
POSTS**  
on Facebook  
and Twitter.



Use your  
building or  
college's  
**DIGITAL  
SIGNAGE.**

**TINY.UTK.EDU/DIGITALMONITORREQUEST**



**SHARE  
THE POST**  
with your  
departmental/  
college listservs and  
email newsletters.



Share your event with  
**PREVIOUS  
ATTENDEES**  
by collecting email  
addresses at events.



For large-scale events,  
**CEHHS MARKETING & COMM**  
for advice on getting additional external  
publicity or other promotional materials.

**EMAIL UTNEWS@UTK.EDU AND ASK FOR IT TO  
BE FEATURED IN TENNESSEE TODAY.  
INCLUDE UT CALENDAR EVENT LINK.**



Post to  
**APPLICABLE  
LISTSERVS.**

# Share Your Event with Media Outlets

To submit your event to local media outlets to use in their planners and calendars, send complete event info to the following email addresses or complete the online forms using the information you submitted to the campus calendar.



## ACCEPTS EMAIL SUBMISSIONS

News Sentinel's  
Go Knoxville  
[news@knoxnews.com](mailto:news@knoxnews.com)

WBIR  
[news@wbir.com](mailto:news@wbir.com)

WVLT  
[wvlt.news@wvlt-tv.com](mailto:wvlt.news@wvlt-tv.com)

The Daily Times  
[steve.wildsmith@thedailytimes.com](mailto:steve.wildsmith@thedailytimes.com)

Visit Knoxville  
[visitorcenter@knoxville.org](mailto:visitorcenter@knoxville.org)

There's More to Knoxville  
(Arts and Culture Alliance  
of Knoxville)  
[info@knoxalliance.com](mailto:info@knoxalliance.com)

[KnoxTNToday.com](http://KnoxTNToday.com)  
Submissions should be focused on  
specific areas of Knoxville.



## ACCEPTS WEB FORMS

[Inside of Knoxville](#)  
Inside of Knoxville's Ten-Day  
Planner requests that events be  
created in Facebook with Inside  
of Knoxville invited to attend.

[Event Check Knox](#)  
Event Check Knox is for event  
planners and should be used  
only for large events like  
fundraisers, galas, award  
dinners, large performances,  
festivals, and celebrations that  
draw thousands of people.  
[Read their submission guidelines.](#)

[Knoxville Moms Blog](#)

[Oak Ridge Today](#)



## FOR ADVERTISING INFORMATION

The Daily Beacon  
865-974-5206

News Sentinel Advertising  
865-342-6576

[WBIR Advertising](#)

WVLT Advertising  
865-450-8888  
[kara.smith@wvlt-tv.com](mailto:kara.smith@wvlt-tv.com)

[WATE Advertising](#)

The Daily Times  
865-981-1150

Visit Knoxville Advertising  
[awilson@knoxville.org](mailto:awilson@knoxville.org)

Inside of Knoxville Advertising  
[knoxvilleurbanguy@gmail.com](mailto:knoxvilleurbanguy@gmail.com)

[Knoxville Moms Blog Advertising](#)

Oak Ridge Today  
865-951-9692  
[john.huotari@oakridgetoday.com](mailto:john.huotari@oakridgetoday.com)

Oak Ridger  
[advertising@oakridger.com](mailto:advertising@oakridger.com)

CityView Magazine  
865-690-3000  
[rhea@cityviewmag.com](mailto:rhea@cityviewmag.com)