



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.



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,
CONTACT THE OFFICE OF COMMUNICATIONS AND MARKETING

for advice on getting additional external publicity or other promotional materials.

Submit a request to have your event considered for a university press release.



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

WBIR
news@wbir.com

WVLT
wvlt.news@wvlt-tv.com

The Daily Times
steve.wildsmith@thedailytimes.com

Visit Knoxville
visitorcenter@knoxville.org

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

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

[WATE Advertising](#)

The Daily Times
865-981-1150

Visit Knoxville Advertising
awilson@knoxville.org

Inside of Knoxville Advertising
knoxvilleurbanguy@gmail.com

[Knoxville Moms Blog Advertising](#)

Oak Ridge Today
865-951-9692
john.huotari@oakridgetoday.com

Oak Ridger
advertising@oakridger.com

CityView Magazine
865-690-3000
rhea@cityviewmag.com