



**ASHRAE
DISTINGUISHED LECTURERS PROGRAM**



MEDIA KIT

THIS MEDIA KIT INCLUDES:

- 1) Sample News Release and Media Advisory of the Distinguished Lecturer for use in local media
- 2) Summary of the Distinguished Lecturer's background information and abstract(s) of topics
- 3) Publicity recommendations are noted below

ANNUALLY:

- 1) Develop and maintain a Chapter local contact list. Include:
 - Media contacts. Include local newspaper and local magazine business and environmental reporters.
 - Related industry contacts
 - University and College contact list
 - Industry contact list
 - Related Trade Organizations contact list
 - Government Agencies contact list

✓ Building Inspectors	✓ Local/ State (Provincial)/Federal contacts
✓ Fire Inspectors	✓ Minister of Environment
✓ Development permits	✓ Minister of Energy
- 2) As soon as Chapter meeting is scheduled, place advertisement of the DL visit in the Chapter Newsletter and repeat monthly.

AT LEAST ONE MONTH BEFORE THE DL VISIT:

- 1) Put notification of DL in the Chapter newsletter and on the Chapter Web Site.
- 2) Send out separate emails to all Chapter Members.
- 3) Put up posters at event location.
- 4) Post on Industry related Blogs or Electronic Chat Rooms.
- 5) Send announcements to other related organizations and request that they include material in their newsletters and/or member email-outs:

• SMACNA	• USGBC	• Related trade organizations
• RSES	• MCA	
• IEEE	• AIA	
- 6) Send information and put up posters at Universities, Colleges and Schools.
- 7) Send out media release to:

• Local Radio stations	• Monthly and Weekly Newspapers.
• Local TV Stations	• Daily Newspaper
- 8) If need be, get a corporate sponsor to pay for ads.
- 9) If you are hosting a full Technical Session, a paid ad may be well worth the expense.
- 10) Most Community, School and University Newspapers, Radio and TV stations have free community calendar sections or time slots.

THE WEEK BEFORE THE DL VISIT:

- 1) Send a reminder email out to confirmed attendees.
- 2) Send an email out to chapter members for a last chance.

AFTER THE EVENT:

- 1) Put notification of successful DL visit in the Chapter Newsletter and Chapter Website.
- 2) Send similar announcements to other related organizations

Sample Media Advisory

ASHRAE News

Contact: Your Name
(Your) Chapter Public Relations
(Your Telephone Number)

MEDIA ADVISORY

(Topic of speech) to be Addressed by Distinguished Lecturer

EVENT: "(title of presentation)," a presentation sponsored by the Chapter of ASHRAE.

DATE: (date and time)

LOCATION: (hotel and room or other meeting location)

ISSUE: The heating, ventilating, air-conditioning and refrigerating industry affects the public's quality of life in many ways, from indoor air quality, to conserving energy in buildings, to the development of refrigerants that do not harm the environment. As part of its outreach to the community, the Chapter is sponsoring a presentation on (topic of speaker's presentation), featuring an internationally recognized expert in the HVAC&R field.

SPEAKER: (name of speaker, title, company or organization name, city and state)

INTERVIEW

OPPORTUNITY: (speaker's name and any other speakers, chapter officers or invited guests who will be in attendance)

CONTACT: (your name and complete contact information)

ASHRAE, founded in 1894, is a building technology society with more than 50,000 members worldwide. The Society and its members focus on building systems, energy efficiency, indoor air quality and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's built environment today. For more information, please visit www.ashrae.org.

Sample News Release

ASHRAE News

Contact: Your Name
(your) Chapter Public Relations
(Telephone Number)

(Topic of speech) Addressed by Building Industry Expert

(YOUR CITY) – People spend 90 percent of their time indoors, creating a great impact on our everyday lives and how we perform at work and feel at home. With buildings also using 40 percent of energy in the United States, they also have a great impact on our nation’s environment as a whole.

As part of its outreach to the community, the Chapter of ASHRAE is sponsoring a presentation on (topic of speaker's presentation) on (date).

"(Title of speech)" will be presented by (speaker's name, title, company), an internationally recognized expert in the building industry.

The presentation will take place (time and location). There is no cost to attend. Contact (your name and telephone number) for more information.

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