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## Event Coverage

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### **About The Stories**

We share stories of people who work boldly above and beyond their everyday responsibilities to inspire others and make a difference in the world. We tell stories that highlight real human interactions and human dignity and we deliver through a creative, editorial, and/or journalistic style. We seek to introduce a new conversation – one that talks about local and global problems while providing ways a reader can become part of the solution. Our stories are meant to be bold, exploratory, educational, and inspiring.

To best represent the vision of the magazine, we ask that you include the following points in your story: the why, the problem the individual or organization is trying to solve, and the solution to the problem.

### **FAQ**

#### **1. How do I secure my press pass?**

Conscious provides a standard press pass request template that you can submit via email.

*Please see (Appendix A)*

#### **2. What should I prepare before an event?**

- Know the Event Name, Purpose, Founders, VIPs, Venue, Attire
- Know the Event Twitter Handles / Hashtags
- Prep interview questions for the special guests

#### **3. What do I do during an event?**

- Go to the guest / press line, introduce yourself as media covering for Conscious Magazine
- Ask for / Meet the PR Rep to interview founders, VIPs, etc.
- Collect PR Rep business card and media kit (if they provide)
- Take a photo of you at the event and email to editor, [hello@consciousmagazine.co](mailto:hello@consciousmagazine.co)
- Mingle & have fun \*Please always represent the brand in the most professional manner

#### **4. How can I engage through social media?**

Live Tweet / Instagram by tagging @cmagazine and event hashtags, etc.

*Ex. Covering xyz for @cmagazine #ConsciousCulture*

#### **5. When is my article coverage due? When will my article be published?**

Please post your article coverage within 2 days of event as our editors need time to edit. Pending submission approval, articles are published within two days of the event. Once published, share coverage with audience and PR rep.

#### **6. Where do I submit my article?**

Please use the form located on [consciousmagazine.co/submissions](http://consciousmagazine.co/submissions) and upload as a word document. Also, please upload high resolution photos from the event when possible.

#### **7. What is my time commitment?**

Writers can submit on a one-time or continual basis.

#### **8. If I have an event inquiry, whom do I contact?**

Please contact our Web Editor, [editor@consciousmagazine.co](mailto:editor@consciousmagazine.co).

Subject: Event Inquiry / Message: Please include your event interest with links to event page, etc.

#### **9. What Topics Does Conscious Magazine Cover?**

- Art, Culture, Fashion, Places, Sports, Entertainment, Education
- Interviews and Profile Pieces on Non-Profit Founders, Social Innovators, Entrepreneurs, etc.
- Journalistic coverage on local and global issues, relevant news, etc.
- Educational pieces on how to help NonProfits and Social Businesses
- Conscious Culture city guides (create a list of conscious places to discover)

#### **10. Does the content need to be original?**

Yes. Original content by the author is permitted only.

#### **11. Will I be Compensated?**

At this time, we do not offer compensation. Conscious Magazine is built upon a collaborative effort to make a difference with storytelling and conscious culture features.

**12. Can I share my Conscious article on my website?**

You are welcome to mention your article on your website with a “read more” link back to the original article on [www.consciousmagazine.co](http://www.consciousmagazine.co).

**13. What are the guidelines for a story submission?**

- Articles should be 350 – 750 words or less. However, writers may submit longer pieces when delivering an educational or journalistic piece
- Article submissions should include hyperlinked websites
- Article submissions should include social media links when highlighting an organization
- Articles should be saved in a word document and uploaded via the Conscious Event Submission Form > [www.consciousmagazine.co/submissions](http://www.consciousmagazine.co/submissions)
- If possible, upload a photo to attach to your story with credit information. This can also be uploaded via [www.consciousmagazine.co/submissions](http://www.consciousmagazine.co/submissions)

**14. Do you have a template for article submission?**

Yes. *Please see Appendix B*

**Disclaimer:**

Conscious Magazine reserves the right to edit articles without damage to the artistic expression of the author

**As a Thank You:**

- You will receive a byline with your profile photo attached to your article
- Your article will be marketed through our website and / or social media pages
- You may receive the potential opportunity to contribute to the Fall or Spring print editions

## **Appendix A**

Greetings <insert name>,

My name is <insert name>, and I am a Contributor at [Conscious Magazine](#). I would like to inquire about getting (2) press passes for the <INSERT EVENT>.

### **About Conscious:**

Conscious Magazine tells stories about culture, people, and community that make a difference. We have an active online community and we have covered over 200+ events in New York City and other cities, which you can take a look at in our [Community Section](#). You can discover more “about us” by clicking [here](#).

### **About Coverage:**

1. A full article write-up on your event on [Conscious Magazine](#) website with social media mentions
2. Website and social media links within the article

### **About Our Readership:**

We deliver content to conscious, culturally relevant, and sociable audiences mainly living in major cities. Our audience is primarily well educated women aged between 25-34 (31% Male and 69% Female). Conscious communicates with 50,000+ Twitter followers and 4,000+ Facebook fans daily. Highly driven social media community with referrals from Facebook, Twitter, Instagram, and Pinterest.

I look forward to hearing from you.

First and Last Name

Conscious Magazine

[www.consciousmagazine.co](http://www.consciousmagazine.co)

@cmagazine

## **Appendix B**

[Intro Paragraph]

NEW YORK CITY – February 27, 2012 – The <insert event title> held at <insert venue>.

+ insert the best opening line you can think of that paints the picture of the event

+ mention the atmosphere, the number of guests, an event highlight

+ conclude with why the event was held – to support what organization

[Middle Paragraphs]

Share all about how awesome the events was, for example: sponsors, VIP guests, highlights, performances, designers, etc.

[Closing]

Learn more about [website](#) (link)

Connect via [Facebook](#) and [Twitter](#) (link)