

Publicity- “How To”

RADIO:

1. **KVMR**- go to www.kvmr.org and submit a psa (public service announcement). You can do this on their website. Another way to reach them is to email psa2@kvmr.org. The volunteer that inputs the info is Barbara.

The KVMR website also has a list of radio personalities that you can contact if you would like to be featured on one of the shows. John Fletcher is someone that is very receptive to community groups and has had us on his show several times. The contact info for each radio personality is on the website.

2. **KNCO**- community calendar can be accessed through their website www.knco.com and you can also send in a psa via the website. For on-air interviews including “Talk of the Town” which is the lunch-time ½ hour show, contact Holly Grimaldi-Flores. For the morning 8:40 am interview call Rita Stevens. These need to be booked at least 2-3 weeks ahead of time. The phone number for KNCO is: 272-3424. Paid advertising for non-profits is buy one get one free.

NEWSPAPERS:

1. **The Union**: The “Towntalk” section or “Briefs” will give you a paragraph or so. Go to www.theunion.com and click on "contribute". The person that is in charge of the psa sorts of things is: Cory Fisher and she can be reached at cfisher@theunion.com . For paid advertising our rep is Damian Reyna. His direct line is: 477-4248. A sponsorship form (available at The Union office) must be filled out to receive any price break on paid ads. For articles, contact Trina Kleist at tkleist@theunion.com

2. **The Alta Sierran**: email psa submissions to rjlabelle1@aol.com the editor is Kathy Labelle and the paper comes out monthly.

3. **The Wildwood Independent** editor is Mike. You can send psa's to mike@twi-news.com if you go on the website you can click on "Submit a Story". The website is: www.twi-news.com. The website also has a publication deadline calendar for The Independent as well as **The Penn Valley Courier** (editor: Marianne@twi-news.com). If you know of someone that lives in Wildwood, there is also the publication "Bits & Pieces". You must be a resident to submit to “Bits and Pieces”.

4. **The Nevada City Advocate**: They will put in short announcements for free. Submit to: readersnews@nevadacityadvocate.com The contact person is Pat Butler.

TV:

NCTV has an on air bulletin board. Submit info via the NCTV website: www.nevadacountytv.org . The access coordinator is Terri Hicklin. She can be reached at 478-6400 Extn. 250.

Lake of The Pines Channel 7 is at www.lop.org. The person to contact is Liz Bentley at 268-9334 or cell# 205-0102. She is the Chairman of Channel 7 news and does the filming for community activities and local non-profits. Her email is: ch7@lop.org be sure to have plenty of lead time. The shows air for one week at a time from Tuesday to Tuesday.

SOCIAL MEDIA:

Facebook: For posting on FaceBook Page, contact Sue VanSon at 273-0154 or cell# 913-3063

Constant Contact: This is an email marketing service that we have a subscription to. It also will link with other social media including Twitter, FaceBook and LinkedIn, among others. Call Julie Carrara at 277-3007.

Social media can be very effective as it can be “shared” quickly and easily with a click of a mouse.

OTHER: County Superintendent of Schools Office can help get info out to the **schools**, however everything must get approved first through the Superintendent.

Fliers: Some grocery stores and local shops will allow posting of fliers or other materials such as postcards. Permission must be asked.

Think about what other community partners can collaborate on getting the word out. This can include service groups such as Rotary, Lions, Soroptimists, etc. churches, & like-minded non-profits.

Other calendars and places to post include:

www.yubanet.com contact: Pascale Fusshoeller, editor at 478-9600

Nevada County Gold Website: www.nevadacountygold.com

Nevada City & Grass Valley, & Penn Valley Chamber of Commerce websites.

In order to have an impact, there must be repeated exposure. -Plan on a time-line that allows you to get the message out several times at spaced intervals for maximum effect & response.