



GET THE WORD OUT!

About your event at the Veterans Hall



PUBLIC SERVICE ANNOUNCEMENTS – FREE!

(Send at least 2 weeks in advance)

- **KBBF Radio (bilingual Spanish-English)** fax: 545-6244 P.O. Box 7189 Santa Rosa 95407
- **KJZY/KZST Radio** fax: 528-1329 P.O. Box 100, Santa Rosa 95402 news@kzst.com
- **KRCB Public Radio/TV** ph: 584-2000 fax: 585-1363, 5850 Labath Ave., Rohnert Park, CA 94928 listener@krbc.org or viewer@krbc.org
- **KRRS Radio (Spanish)** fax: 545-0112 ph:545-1460 P.O. Box 2277 Santa Rosa, CA 95405
- **KRSH/KNOB/KXTS/Y98.7 Radio** fax: 588-0777 ph:588-0707, 3565 Standish Ave. Santa Rosa, CA 95407 katie@winecountryradio.net
- **KSRO/KXFX/KFGY/KVRV/KMHX Radio** fax: 542-1077 newsroom ph: 545-1000, Maverick Media 1410 Neotomas Ave., Ste 200 Santa Rosa, CA 95405 gbright@sonomacountyradio.com

CALENDAR LISTINGS – FREE!

- **North Bay Bohemian** 527-1200 (10 days before issue) fax: 527-1288 847 5th St., Santa Rosa CA 95404 calendar@bohemian.com
- **The Community Voice** (Rohnert Park) ph:584-2222 fax: 584-2233 P.O. Box 2038 Rohnert Park, CA 94927 news@thecommunityvoice.com
- **Cultural Arts Council** (bimonthly arts calendar) ph:579-2787 (request an event form) 404 Mendocino Ave. Ste. C, Santa Rosa 95401
- **Periodico El Superior** 774-1199 P.O. Box 2658, Petaluma, CA 94952
- **La Voz** P.O. Box 3688 Santa Rosa, Ca 95402 ani@srprint.com fax: 526-0622
- **The Healdsburg Tribune** 433-4451 (by 5pm Fri for next Wed. issue) fax: 431-2623
- **SRJC Oak Leaf** phone: 527-4254 fax:527-4816
- **Pacific Sun** (by Thurs. 5pm) (415) 485-6226 835 4th Street Ste.B, San Rafael, CA 94901 letters@pacificsun.com
- **Petaluma Argus Courier** 776-8453 (10 days in adv.) fax: 776-8482, P.O. Box 1091 Petaluma CA 94953 argus@arguscourier.com
- **Petaluma Visitors Program** 769-0429 (ASAP) 210 Lakeville Street, Petaluma CA 94952 info@visitpetaluma.com
- **The Press Democrat** ph 526-8585 (2-3 weeks adv.) fax: 521-5330, P.O. Box 910, Santa Rosa, CA 95402 <http://events.pressdemo.com/new>
- **Sonoma County Tourism Program** ph:522-5800 fax: 539-7252 info@sonomacounty.com
- **Sonoma Index-Tribune** 938-2111 (by Tuesday noon for following Friday issue) fax: 938-1600 P.O. Box C, Sonoma, CA 95476 david@sonomanews.com
- **The Sonoma State Star** ph: 664-2776 fax:664-4262 Salazar Hall 1053, 1801 East Cotati Ave, Rohnert Park 94928 star@sonoma.edu
- **Sonoma West Times & News** 823-7845 (2 weeks in advance) fax: 823-7508 P.O. Box 521 Sebastopol, CA 95473 david@sonomawest.com

➤ **The Windsor Times** ph: 838-9211 fax:: 431-2623 (by 5pm Fri for next wed issue) P.O. Box 799
Windsor, CA 95492

FLYERS – INEXPENSIVE!

Include name of event, date, time, location, and price.

Be sure it's legible from a distance; use bright paper and large font.

Post at least 2 weeks in advance community bulletin boards; ask storeowners if you can post on window or wall.

WORD OF MOUTH – FREE!

Tell everyone you talk to about your event. Give them flyers to put up. Ask them to spread the word.

Contact organizations that might be interested and ask them to tell their members

PAID ADVERTISING

Purchase advertising with local TV and radio, or buy a display ad in the newspaper. Local media often give good deals to non-profit organizations. Ask the salesperson about sponsoring your event.

CLASSIFIED ADS

Place classified ads in the local paper(s). This is much less expensive than buying display ads.

DIRECT MAIL

Send flyers, letters or postcards to a mailing list of potentially interested people i.e. clubs, organizations, etc.

EMAIL

E-mail information to your friends, associates, or to a mailing list of potentially interested people.