TIPS TO ADVERTISING YOUR EVENT

A well-written press release is key; send it out 7-10 days before your event. Have at least one clear jpeg image on hand to include with press release. See List

The Montague Reporter comes out on Thursdays, however it publishes bi-weekly over the summer. Small black and white ads are very reasonably priced. https://montaguerreporter.org/

The RiverCulture newsletter and social media also comes out on Thursdays.

Create a facebook event (not just a post) containing the same information as your press release 4-6 weeks before the event. Invite partners and/or the venue to be “co-sponsors.”

Take a minute to invite your friends. Don’t forget Instagram!

Calendars can be uploaded 4-6 weeks before your event. See list.

Interested in recording your event? MCTV might be able to help: PSA@montaguetv.org

Hang posters 7-10 days before your event. Bring push pins and clear tape!

**TURNERS FALLS**- Carnegie Library: Bring 3 and ask the librarian to send them to the other branches, Food City, Peskeomskut Park, tiny library in front of Black Cow, brick kiosk in front of the Shea, Suzee’s Laundromat, 38 Third Street, Country Creemee, Fish ladder parking lot, Bike path lot, Unity Park field house, inside the Discovery Center.

**MILLERS**- Laundromat, Element Brewing.

**MONTAGUE CENTER**- Montague Post Office, General Store, Montague Common Hall, Bookmill, Red Fire Farm.
PRESS RELEASE EXAMPLE:

For Immediate Release

Last Minute Shopping?
Two Pop-up Shops Compliment Downtown Shopping in Turners Falls
December 18-19
Contact: Suzanne LoManto
Director of RiverCulture
riverculture@montague-ma.gov
www.riverculture.org

Calendar Release

Two New Pop-Up Shops in Downtown Turners Falls
All Weekend, December 18-19
Shea Theater Holiday Pop-Up, 71 Avenue A, noon-6pm
Juried Fine Art and Crafts: photography, textiles, paper & pottery
Sage Green Botanical Yule Bazaar, 50 Third Street, noon-5pm
Herbal crafts, potions, salves, teas and tinctures
Small food by Great Falls Harvest
Music by James Bird Portal + Marie
Info at www.riverculture.org

Full Press Release

RiverCulture is pleased to announce TWO new pop-up shops to compliment the strictly “one of a kind” shopping experience of downtown Turners Falls, December 18-19. The Shea Theater lobby, 71 Avenue A, will host seven juried fine artists and craft vendors from noon-6pm all weekend. Admission is free. Unique gifts can be purchased from Nina Rossi (famous slugs!), Jaye Pope (Good Dirt Pottery), Anne Harding (intricate wool hats for kids), Thierry Borcy (black and white photography), Denise Milkey (old-school potholders), Annie Levine (small rugs, and paper crafts) and Kelly Moran (cloth masks and fabric change purses). Made possible with support from RiverCulture, the Shea Theater and Greenfield Cooperative Bank. www.riverculture.org

Sage Green Botanicals has announced a two-day Yule Bazaar at 50 Third Street, Turners Falls from noon-5pm this Saturday and Sunday. This collaborative event will feature amazing herbal-inspired gifts, potions, salves, teas, tinctures, and botanical dyed clothing. Treat yourself at the elixir bar and enjoy a small plate by Great Falls Harvest. Musical entertainment provided by James Bird Portal + Marie.
Vendors include Star Ground Lab, The Peoples Gold, KaityInCreatrix, Blue Whale Apothecary, Rosa Beryl Art, Mangold Leather, Tonya Lamos, Carly Raber, Fae Fare, Kat Davidson and Lillian Taft. Info at www.sagegreenbotanicals.me
PRESS LIST + TIPS

Include multiple addresses at the same newspaper on the same email.

Cut and paste unrelated newspaper addresses on the blind carbon copy (Bcc) line.

Cut and paste the press release text in the body of the email.

Attach your image and the word doc file to the email.

Make sure your subject line states “Press Release” plus the event title.

Montague Cultural Council
montaguelcc@gmail.com

RiverCulture
riverculture@montague-ma.gov

Montague Reporter
editor@montaguereporter.org
ads@montaguereporter.org
features@montaguereporter.org

Greenfield Recorder
jmendoza@recorder.com
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news@recorder.com
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livewiredm@gmail.com
melissa@whai.com
bflaherty@whmp.com
dan@whai.com
news@wamc.org
monte@wrsi.com

OTHER NEWSPAPERS
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newsroom@atholdailynews.com
news@union-news.com
news@keenesentinel.com
mariann@franklincc.org
coa@montague-ma.gov

Springfield Republican
cafurban@gmail.com

Community TV
PSA Form MCTV:
https://montaguetelevision.org/x/4/MCTV-PSA-Form

Greenfield TV: mail@gctv.org

CALENDARS (go to link. Fill out form)
http://valleyadvocate.com/events/submit-event/
http://wrsi.com/submit-an-event/

Visual Art Only:

Word/Poetry News Only
lori@thepoetrynews.com

Family Event Only
Press@hilltownfamilies.org