



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://montaguereporter.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, Peskeompskut 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 INFO, WEBSITE, DATE, TIME

Contact: Suzanne LoManto

Director of RiverCulture

riverculture@montague-ma.gov

www.riverculture.org

Calendar Release

JUST THE DETAILS: WHO, WHERE, WHAT, WHY

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

Short description

Small food by Great Falls Harvest

Music by James Bird Portal + Marie

Info at www.riverculture.org

Don't forget your website and Main Sponsor

Full Press Release

Longer, Full sentences, More information for papers who have the space.

Last Minute Shopping? Two Pop-up Shops Compliment Downtown Shopping in Turners Falls

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

LIST ALL SPONSORS

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, KaitylnCreatrix, 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

neighbors@recorder.com

news@recorder.com

features@recorder.com

TV/RADIO

seth.stutman@wwlp.com

news@nepr.net

livewiredm@gmail.com

melissa@whai.com

bflaherty@whmp.com

dan@whai.com

news@wamc.org

monte@wrsi.com

OTHER NEWSPAPERS

news@reformer.com

news@shelburnefallsindependent.net

news@galagardner.org

newsroom@atholdailynews.com

news@berkshireeagle.com

shelburne-arts-coop@googlegroups.com

entertainment@reformer.com

features@nhregister.com

news@commonsnews.org

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://montaguetv.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:

<http://www.valleyartsnewsletter.com/submissions.php>

Word/Poetry News Only

lori@thepoetrynews.com

Family Event Only

Press@hilltownfamilies.org