



TIPS TO ADVERTISING YOUR EVENT

A well-written press release is key; send it out 10-15 days before your event.

Include one clear jpeg image with the press release.

The Montague Reporter comes out on Thursdays. NOTE: The Montague Reporter publishes bi-weekly during the summer. Small ads are very reasonably priced. <https://montaguereporter.org/>

The [RiverCulture newsletter](#) and [social media](#) comes out on Wednesday afternoons.

Create a facebook event (not just a post) containing the same info 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.

Calendar listings can be populated 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, The Rendezvous, 38 Third Street, Country Creemee, Fish ladder parking lot, Bike path lot, Unity Park field house, inside the Discovery Center, Scotty’s on the Hill.

MILLERS Laundromat, Element Brewing, library.

MONTAGUE CENTER Montague Post Office, General Store, Common Hall kiosk, Bookmill.

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

Contact: Suzanne LoManto

Director of RiverCulture

riverculture@montague-ma.gov

www.riverculture.org

Calendar Release

JUST THE DETAILS: WHO, WHERE, WHAT, WHERE

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

Don't forget: WHO SUPPORTED THE EVENT

Info at www.riverculture.org

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

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

TIPS TO SENDING OUT A PRESS RELEASE

Include multiple addresses at the same newspaper on the same "To" address line.

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

Generally, include less than 30 addresses in the same email to avoid going to "spam"

Cut and paste the press release text in the body of the email; attach your image and the word doc, as well.

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

Updated 12/14/23

Montague Reporter

editor@montaguereporter.org

nalerossi@gmail.com

ads@montaguereporter.org

features@montaguereporter.org

events@montaguereporter.org

Singleton.jeff47@gmail.com

Gazettenet.com

ccain@gazettenet.com

dcrowley@gazettenet.com

spfarrer@gazettenet.com

kheidell@gazettenet.com

Poetry News

lori@thepoetrynews.com

MISC

mgoldberg@explorewesternmass.com

news@shelburnefallsindependent.net

equinlan@courant.com

news@galagardner.org

newsroom@atholdailynews.com

randy@commonsnews.org

info@mailva.evite.com

entertainment@reformer.com

cornerrobot@gmail.com

randy@commonsnews.org

newsroom@atholdailynews.com

dcrowley@atholdailynews.com

news@union-news.com

news@keenesentinel.com

mariann@franklincc.org

news@nepr.net

coa@montague-ma.gov

Press@hilltownfamilies.org

Brat Reformer

news@reformer.com

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TV/RADIO

news@nepr.net

livewiredm@gmail.com

mark@wrsi.com

ReportIt@wwlp.com

dan@whai.com

news@wamc.org

mail@gctv.org

PSA@montaguetv.org

infomontaguetv@gmail.com

feedback@masslive.com

tips@westernmassnews.com

lpage@wgby.org

news@wamc.org

nick@whai.com

CALENDARS (Go to link. Fill out form)

<http://valleyadvocate.com/events/submit-event/>
(visual) <http://www.valleyartsnewsletter.com/submissions.php>

<http://wrsi.com/submit-an-event/>

<https://login.cityspark.com>

VALLEY ADVOCATE EDITORS

sopatut@valleyadvocate.com

jlevesque@valleyadvocate.com

editor@valleyadvocate.com

Springfield Republican

pmastriano@repub.com

cafurban@gmail.com

newsdesk@repub.com

news@repub.com

Greenfield Recorder

neighbors@recorder.com
news@recorder.com
soundslocal@yahoo.com
features@recorder.com
outdoor@recorder.com
blevavi@recorder.com

Berkshire Eagle

news@berkshireeagle.com
tjamiolkowski@berkshireeagle.com
jborak@berkshireeagle.com

MISC.

aan@turley.com
listings@gazettenet.com
info@amherstmedia.org
editor@dailycollegian.com
edowner@turley.com
barrenews@turley.com
BCTV@Belchertown.org
channel5@belchertown.org
news@thebeatnews.org
mwinters@reformer.com
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