



# GET THE WORD OUT!

About Your Public Event at the  
Veterans Memorial Building



## 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](mailto:news@kzst.com)
- **KRCB Public Radio/TV** ph: 584-2000 fax: 585-1363, 5850 Labath Ave., Rohnert Park, CA 94928 [news@krcb.org](mailto:news@krcb.org)
- **KRRS Radio (Spanish)** fax: 545-0112 ph:545-1460 P.O. Box 2277 Santa Rosa, CA 95405 [www.lamaquinamusical.net](http://www.lamaquinamusical.net) [krrs@sonic.net](mailto:krrs@sonic.net)
- **KRSH/KNOB/KXTS/Y100.9 Radio** fax: 588-0777 ph:588-0707, 3565 Standish Ave. Santa Rosa, CA 95407 [katie@winecountryradio.net](mailto: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 [michaeld@sonomacountyradio.com](mailto:michaeld@sonomacountyradio.com)

## CALENDAR LISTINGS – FREE!

- **North Bay Bohemian** 527-1200 (10 days before issue) fax: 527-1288 847 5<sup>th</sup> St., Santa Rosa CA 95404 [calendar@bohemian.com](mailto:calendar@bohemian.com)
- **The Community Voice** (Rohnert Park) ph:584-2222 fax: 584-2233 P.O. Box 2038 Rohnert Park, CA 94927 submit event info online at [www.thecommunityvoice.com](http://www.thecommunityvoice.com)
- **Cultural Arts Council** (arts-related events) 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 [leapsmile@gmail.com](mailto:leapsmile@gmail.com) fax: 526-0622
- **The Healdsburg Tribune** 433-4451 (by 5pm Fri for next Wed. issue) fax: 431-2623
- **Petaluma Argus Courier** 776-8453 (10 days in adv.) fax: 776-8482, P.O. Box 1091 Petaluma CA 94953 [argus@arguscourier.com](mailto:argus@arguscourier.com)
- **Petaluma Visitors Program** 769-0429 (ASAP) 210 Lakeville Street, Petaluma CA 94952 [info@visitpetaluma.com](mailto: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](mailto: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](mailto: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](mailto:star@sonoma.edu)

- **Sonoma West Times & News/Windsor Times/Healdsburg Tribune** 823-7845 (2 weeks in advance) fax: 823-7508, P.O. Box 521 Sebastopol, CA 95473 Submit event info online at [www.sonomawest.com/calendar/submit/](http://www.sonomawest.com/calendar/submit/)

#### **FLYERS – INEXPENSIVE!**

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

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

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.

#### **SOCIAL MEDIA**

Post information on Facebook, Twitter etc. Ask "friends" and "followers" to re-post.