How to submit publicity for your events

First, write the press release (get a press release template and instructions on the website www.gocomga.com). If possible, work from a document you've used before, cutting and pasting information to save time and reduce the chance of typing mistakes. Follow the directions and then send the press release to the Vice President of Community Education (see the front page of the latest HoeDown newsletter for contact information or the Projects page of the gocomga.com website).

The press release should
- specify that the coordinator or instructor's phone number and email is for "media use only", not to be published. The phone number to be published and to be submitted via event web sites should be the Extension office's number (541-548-6088).
- include a sentence or two describing the event
- add any special instructions such as "dress for the weather", "bring a folding chair", etc.
- include the street address and city of any location (do not say just Hollinshead Community Garden, for example).

If you need to give a URL in the press release (such as for registration for a class) and it is not "friendly" (i.e., short), go to http://tinyurl.com , paste in your long URL, and copy the short URL that will be generated for you. Use that in your press release/event post.

Second, go to the media outlet's event-submission web site and fill in the blanks with the information from your press release (cut and paste helps to avoid errors).

Third, review it carefully before you hit SUBMIT! Most sites do not have a built-in spellcheck.

Event submission sites
Note: All sites will ask you to choose a category for the event. Choose more than one if possible and relevant. For example, the plant sale might be "sale," "community," "outdoors," "garden" etc. Most sites will also require you to create a free account in order to submit an event.

- The Bend Bulletin: http://bendbulletin.com/planit
  (You will need to create a free account with their calendar vendor, City Spark – just follow the prompts. This can be a little confusing if you are a Bulletin subscriber, because you also have a Bulletin account, but City Spark is a separate "silo.")

- KTVZ: http://events.ktvz.com/createevent

- Cascade A&E: http://www.cascadeae.com/add-event/

- The Source: http://posting.bendsource.com/bend/Events/AddEvent