

# H. MASS MEDIA

There may be times when it is necessary to get the word out about events your neighborhood association is sponsoring. This section contains many ideas for effectively getting the word out through print media, radio, and television.



Promoting your neighborhood association's meetings, events, and other happenings is not difficult, and can greatly increase community awareness of the organization. There are several questions that a neighborhood association should answer in order to develop an organized approach to using mass media as a tool for communication:

1. **Whom are you trying to reach with your information?**

Define your target audience. Are you narrow casting to a specific group or broadcasting for the largest possible audience? Adults, children, women, men, business people, teachers, policy makers . . .

2. **What are you trying to convey?**

What are your goals? What is your desired outcome when people see/hear the promotion — entertainment, public awareness, increasing membership, or a call to action?

3. **When do you want the information you are conveying to reach your audience?**

Researching deadlines for Public Service Announcements, press releases, and calendars is critical to successful promotion. When planning an event, include promotion in the time line.

4. **Where do you want the information to appear?**

What media is the most effective in reaching your target audience? Daily or weekly newspapers, college newspapers, community bulletins, radio stations, cable TV, special events, public forums, and/or poster/flyer distribution in local businesses, libraries, telephone poles, and schools.

5. **Why should the media be interested in publishing information about your program?**

What makes it newsworthy? If you cannot answer this question quickly and succinctly, you need to do more homework before sending out press releases to traditional media sources.

*Adapted from materials provided by Capital Community Television*

# PROMOTING YOUR ORGANIZATION ON CAPITAL COMMUNITY TELEVISION

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There are several ways in which Capital Community Television helps non-profit organizations get the word out to the community at little or no cost.

- **The Community Bulletin or Billboard**

This is a free service offered by most community television centers so groups and organizations can publicize their meetings and events. CCTV requires a Salem resident's signature on a Billboard form before it will post the information. (Billboard procedures and form are online at [www.cctvsalem.org/billboard\\_form.php](http://www.cctvsalem.org/billboard_form.php) or see the billboard form included on page M6.)

- **Create a Public Service Announcement (PSA)**

Public service announcements are short video pieces, from 30 seconds to 3 minutes, about your organization that can be televised between full-length programs. CCTV will work with your organization to produce your message.

- **Make a Program**

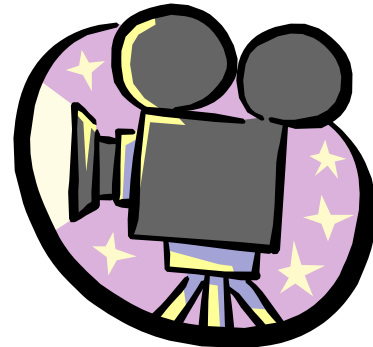
If your organization has information to share with the community, you can send a board member to CCTV's television production workshops to learn how to produce programs yourself.

You can contact Capital Community Television for more information:

**Capital Community TV**

P.O. Box 2342  
Salem, OR 97308

FAX: 503-588-6424  
Phone: 503-588-2288



*Adapted from materials provided by Capital Community Television*

Some local television stations run community event calendars and/or volunteer opportunities, either on TV or on their Internet websites.

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## Television Station Contact Information

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### KATU

[www.katu.com](http://www.katu.com)

- Contact KATU with Salem story ideas: [rroman@katu.com](mailto:rroman@katu.com)
- Contact AM Northwest with show ideas: [www.katu.com/amnw/mail\\_bridge](http://www.katu.com/amnw/mail_bridge).
- KATU Community Calendar (events must benefit or be sponsored by a nonprofit organization and must allow anyone to participate). Submit a press release at least three weeks prior to the event, providing clear and concise information and a phone number that the public can call for information to:

Community Calendar  
PO Box 2  
Portland, OR 97207  
fax: 503-231-4626

For more information go to [www.katu.com/insidekatu/faq\\_community\\_relations.asp](http://www.katu.com/insidekatu/faq_community_relations.asp).

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### KOIN

[www.koin.com](http://www.koin.com)

- Send news tips to: [koindesk@koin.com](mailto:koindesk@koin.com)
- Advertise your event on the koin.com community calendar: [www.koin.com/entertainment/whats happening.asp](http://www.koin.com/entertainment/whats happening.asp)
- Write KOIN-TV:

222 SW Columbia Street  
Portland, OR 97201  
Phone: 503-464-0600

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### KGW

[www.kgw.com](http://www.kgw.com)

- Submit a news tip (current or late-breaking news): [newtips-8@kgw.com](mailto:newtips-8@kgw.com) or 503-226-5111.
  - Submit an event to the calendar: [www.kgw.com/public\\_service.html?ln](http://www.kgw.com/public_service.html?ln)
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### KPTV/Fox12

[www.kptv.com](http://www.kptv.com)

- Viewer story ideas: [fox12news@kptv.com](mailto:fox12news@kptv.com), fax: 503-548-6920, hotline: 503-548-6550
- Community Calendar: (must be a 501(c)(3) nonprofit organization; include event, organization name, date of event, cost, purpose of event, contact information; and submit at least six weeks in advance of the event) to: [www.kptv.com](http://www.kptv.com), and click on Community Calendar.

# SUBMITTING NEWS AND EVENTS TO THE STATESMAN JOURNAL

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\* *The following information is from the Statesman Journal Web site. Please visit [www.statesmanjournal.com](http://www.statesmanjournal.com) for further information.*

Here are some tips for writing and submitting an effective press release. A sample press release is included at the end of this article, or you can visit [www.news.statesmanjournal.com/services/news/submit.cfm](http://www.news.statesmanjournal.com/services/news/submit.cfm) for an online press release form.

- A well-written, concise press release is the most accepted method of submitting news or story idea from your group or business. Releases should be typed, double-spaced and on one side of the paper.
- An effective press release will answer six critical questions: Who? What? When? Where? Why? and How? This information will allow the editor to determine if the story fits the newspaper's criteria for news.
- Press releases should be marked to the attention of the appropriate editor:

For Salem, Keizer and general local news  
Metro desk editors  
503-399-6711

For Dallas, Independence, Monmouth,  
Silverton, Stayton, Woodburn news  
Mid-Valley Editor Larry Roby  
503-399-6711

For State government or issues  
State Editor Richard R. Aguirre  
503-399-67390

For Business items  
Business Editor Don Currie  
503-399-6677

For Life section items  
Life Editor Michelle Maxwell  
503-589-6930

For Real Living (home and garden section)  
E-mail [RL@StatesmanJournal.com](mailto:RL@StatesmanJournal.com) or call  
Reporter Stefanie Knowlton  
503-399-6735

For Sports items  
Sports Editor James Day  
503-399-6801

Items for Weekend section  
E-mail [Life@StatesmanJournal.com](mailto:Life@StatesmanJournal.com) or call  
Assistant Life Editor Anne Thompson  
503-399-6722

For Photos  
Director of Photography Diane Stevenson  
503-399-6605  
for photo reprints, call 503-399-6769

If none of these apply or you are unsure, send  
items to [newsroom@StatesmanJournal.com](mailto:newsroom@StatesmanJournal.com) or  
call 503-399-6773

- You should submit press releases for upcoming events at least 14 days in advance. If you have any questions about submitting your press release, call 503-399-6773.

Volunteer opportunities can be submitted to Kathleen Ellyn, 503-399-6736, or [kellyn@statesmanjournal.com](mailto:kellyn@statesmanjournal.com). Include name of organization, contact person, phone number, volunteer position title, and a description of the duties and qualifications.

### **Sample Press Release**

This is a suggested memo format for your news or photo release.

News (or Photo) Release:

**TO:** Appropriate newspaper, section or editor  
**FROM:** You  
**RE:** One or two sentences summarizing the story you are suggesting, event you would like a reporter or photographer to cover, or other purpose or release.  
**TIME/DATE:** Specific time and date of event  
**LOCATION:** Specific location of event  
**WHY:** Reason for the story or event and why it merits media coverage  
**CONTACT:** Name and phone number of someone the news editor or reporter can contact for more information or quotes. Be sure to include daytime and evening phone numbers and an email address, if applicable.

You may attach additional background information. Put -30- or ### at the end of your release so the editor will know it is the end.

Consider these tips before mailing/faxing a press release to a newspaper:

- **Keep it to one page, typed, double spaced.** If appropriate, add background information such as clippings, fact sheets, etc.
- Always include “**For Immediate Release**” and a contact person for more information, with day and evening phone numbers.
- **Use a simple title that informs and piques curiosity.** Use a lead sentence that will catch the reader’s attention. Questions can do this well.
- **Organize information in an inverted pyramid.** The first paragraph should include information on “who, what, when, and where”. The second paragraph should contain the “why” and “so what” of the story. Each subsequent paragraph should diminish in importance, allowing an editor to “cut from the bottom” without removing critical information.
- **Use journalistic style.** Avoid long sentences and paragraphs, abbreviations, jargon, and using a personal approach. Be factual and attribute any editorial comments to individuals.
- **Involve the reader** by framing your release around people to create interest.
- **Let others say it for you.** Including a quote in your press release will increase interest.
- **Submit press releases as far in advance as possible** and know the deadlines of the various places you intend to send the release.
- **Place a phone call** first regarding the release. A follow-up phone call a few days later may convince a newspaper to run your release.
- **End your release with three of these: # # #.** This is uniformly recognized as the end of the information.

*Adapted from materials provided by Capital Community Television*

**LOCAL PRINT MEDIA:**

**Statesman Journal** (daily)  
280 Church Street NE  
Salem, OR 97301

Fax: 503-399-6706  
Phone: 503-399-6677

**The Keizertimes** (weekly)  
142 Chemawa Road N  
Keizer, OR 97303

Fax: 503-390-8023  
Phone: 503-390-1051

(Deadline is Tuesday, 12:00 Noon.)

**South Salem Post** (monthly)  
4742 Liberty Road S, #287  
Salem, OR 97302-5000

Fax: 503-316-3995  
Phone: 503-589-1632

**Salem Monthly**  
135 Liberty Street NE  
Salem, OR 97301  
On the Internet: [www.salemmonthly.com](http://www.salemmonthly.com),  
select "Contact Us"

Phone: 503-540-0022

(Deadline is the 23<sup>rd</sup> of each month.)

**Northwest Senior News** (monthly)  
4159 Cherry Ave NE  
Keizer, OR 97303

Fax: 503-304-5394  
Phone: 503-304-1323  
[nwsn@eaglenewspapers.com](mailto:nwsn@eaglenewspapers.com)

(Deadline is the 15<sup>th</sup> of each month)

**Business News** (monthly)  
Salem Area Chamber of Commerce  
1110 Commercial Street NE  
Salem, OR 97301

Fax: 503-581-0972  
Phone: 503-581-1466  
[tracey@salemchamber.org](mailto:tracey@salemchamber.org)

(Deadline is the 15<sup>th</sup> of each month)

**Polk County Itemizer-Observer** (weekly)  
P.O. Box 108  
Dallas, OR 97338

Fax: 503-623-2395  
Phone: 503-623-2373

(Deadline is Monday, 12:00 Noon)

**West Side Newspaper** (monthly)  
P.O. Box 5139  
Salem, OR 97304

Fax: 503-391-7934  
Phone: 503-763-9215

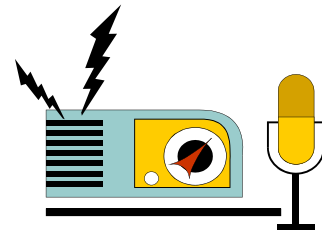
**Salem Community Connections** (monthly)  
City of Salem  
Department of Community Services  
555 Liberty Street SE  
Salem, OR 97301

Fax: 503-315-2567  
Phone: 503-588-6261  
Email: [jcalvin@cityofsalem.net](mailto:jcalvin@cityofsalem.net)

(Deadline is the first week of each month)

Options for publicizing your neighborhood association on the radio include:

- **Advertisements** - This is the most expensive option, and can be arranged by calling a radio station's advertising department.
- **Public Service Announcements** - These are free, and must be educationally oriented, public affairs oriented, or have a strong social message. If a radio station airs your PSA, they will do so periodically for a specific length of time. (See the explanation following on how to write a PSA.)
- **Talk Shows** - Some stations have talk shows which focus on community events. This is a good avenue for publicizing your information. The show's host may wish to do an on-air interview with you about the event.
- **Event Calendars** - Some stations publicize free local events as a special community service. Calendars usually include what, when, and where the event is.



## LOCAL RADIO STATIONS

### **KSND (95.1 FM)**

285 Liberty Street NE  
Salem, OR 97301

Fax: 503-763-2676  
Phone: 503-763-9951  
[www.ksnd.com](http://www.ksnd.com)

### **KBZY (1490 AM)**

P.O. Box 14900  
Salem, OR 97309

Fax: 503-364-1022  
Phone: 503-362-1490  
[www.kbzy.com](http://www.kbzy.com)

### **KCCS (1220 AM) (Christian)**

4303 Market Street NE  
Salem, OR 97301

Fax: 503-364-1022  
Phone: 503-364-1000  
[www.1220thevoice.com](http://www.1220thevoice.com)

### **KSLM/KYKN (1390 / 1430 AM)**

P.O. Box 1430  
Salem, OR 97308

Fax: 503-390-3728  
Phone: 503-393-1430  
email: [news@kykn.com](mailto:news@kykn.com)  
(ask about Dave Jarvis's "Newsmakers" show)  
[www.kykn.com](http://www.kykn.com)

### **KWIP (880 AM) (Spanish)**

P.O. Box 469  
Dallas, OR 97338

Fax: 503-623-6733  
Phone: 503-623-0245  
[www.kwip.com](http://www.kwip.com)

**Public Service Announcement (PSA) Tips for Radio:**

- At the top of the page, type: **PUBLIC SERVICE ANNOUNCEMENT**. The entire PSA should be in capital letters, typed and double spaced.
- In the upper left hand of the page, list a contact person and phone numbers.
- List a start date and kill date, and the length of the PSA in the upper right hand of the page. PSA's run the same length as commercials: 10, 20, 30, and 60 seconds because they are programed with commercial announcements. 20- and 30-second PSA's are the most commonly aired. A 20-second PSA is about 50 words; a 30-second PSA is about 75 words.
- Include minimum information such as what, when, and where the event is. Clarity is important since many radio stations will not rewrite your PSA.
- Include a longer press release along with your PSA to give the station more information, and why they should play your PSA.
- PSA's should be submitted as far in advance as possible. Since many radio stations are understaffed, a follow-up call a few days later may convince the station to air your message.

*Adapted from materials provided by Capital Community Television*

**SAMPLE PUBLIC SERVICE ANNOUNCEMENT****PUBLIC SERVICE ANNOUNCEMENT**

Contact: Joe Smith, 503-555-5555

Start Date: February 1, 2005

Kill Date: February 12, 2005

Time: 30 seconds

A GREAT TIME IS GUARANTEED FOR THE ENTIRE FAMILY AT THE ANYWHERE NEIGHBORHOOD ASSOCIATION'S SECOND ANNUAL AUCTION TO BE HELD SATURDAY, FEBRUARY 12, AT 6:30 P.M. AT THE HISTORIC MISSION MILL MUSEUM. ITEMS FROM LUNCH WITH THE GOVERNOR TO RAFT ADVENTURES DOWN THE ROGUE RIVER WILL GO ON THE AUCTION BLOCK. ADMISSION IS FREE AND FOOD AND DRINK WILL BE PROVIDED. FUNDS RAISED WILL BE USED TO ASSIST THE ANYWHERE NEIGHBORHOOD ASSOCIATION'S EFFORTS TO BUILD A COMMUNITY PARK. THAT'S THE ANYWHERE ANNUAL AUCTION, SATURDAY, FEBRUARY 12, AT THE MISSION MILL.