

# SIR Las Trampas 116 Media Guide

**Purpose:** Consistently create awareness of Branch 116 activities and promote new membership from within surrounding communities.

**Tactic:** Issue press releases of our monthly Luncheon Meetings to selected print media within our area of influence. Some publications are distributed weekly and others monthly, and each having different requirements for lead times. Therefore we may utilize two versions of releases. For those that can timely list our actual meeting date we will issue an “*one-time event*” and for others a “*reoccurring event*” notice.

## **Branch Requirements:**

- Publications that reach into homes of potential members.
- Publications that provide listings of organization’s meetings and activities.
- Publications that provide listings on a no-fee basis.

## **Press Releases:**

Example “*one-time event*” release may read as follows:

**Sons In Retirement - Las Trampas Branch 116 - Luncheon Meeting** -- 11:00 a.m. - 1:30 pm Feb 17. Guest Speaker, The Honorable Barry Goode, the Presiding Judge of the Contra County Superior Court will recount the courts ability to provide access to justice in Contra Costa County. Elks Lodge, 1475 Creekside Dr, Walnut Creek. Reservations by Feb. 13, \$15 925-322-1160. [www.Branch116.org](http://www.Branch116.org)

Example “*reoccurring event*” release may read as follows:

**Sons In Retirement - Las Trampas Branch 116- Luncheon Meeting** -- If you are retired or semi-retired and want to make new friends, participate in fun activities and better enjoy your leisure time, we welcome you to join with us. We have a monthly luncheon where guest speakers address the branch members on topics of general interest. We meet at the Walnut Creek Elks Lodge, 1475 Creekside Dr, on the third Monday of each month, except for May and December. Our group activities include book discussions, bridge, computers, fishing, golf, walking, investments, poker, travel and more fun things. For information about our activities for retired men, please visit [www.Branch116.org](http://www.Branch116.org) Luncheon Guest may make reservations by calling 925-322-1160 by the preceding Wednesday.

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### Publications for Consideration:

NAME	PUBLISHED	CONTACT	Type Release	CIRCULATION
<b>San Ramon Valley Times</b>  Walnut Creek Journal edition	Fridays in "Best of Walnut Creek" calendar.	Send two weeks in advance of event by e-mail to <a href="mailto:WCJOURNAL@bayareanewsgroup.com">WCJOURNAL@bayareanewsgroup.com</a>	"one-time"	Walnut Creek & San Ramon Valley
<b>Contra Costa County Times</b>	Need to determine if they have similar editions for specific areas.		"one-time"	Contra Costa County
<b>Alamo Today</b>	Monthly	Alisa Corstorphine, Publisher 926-405-6397 e-mail: <a href="mailto:editor@yourmonthypaper.com">editor@yourmonthypaper.com</a>	"reoccurring"	Alamo  6,300 printed monthly
<b>Danville Today</b>	Monthly	same as Alamo Today	"reoccurring"	Danville 14,400 printed monthly
<b>Lafayette Today</b>	Monthly	same as Alamo Today	"reoccurring"	Lafayette 11,400 printed monthly
<b>The Valley Sentinel</b>	Monthly	e-mail to <a href="mailto:info@valleysentinel.com">info@valleysentinel.com</a> By 20th preceding month.	"reoccurring"	Alamo, Danville, Blackhawk, Diablo, San Ramon
<b>Lamorinda Weekly</b>	Bi-weekly - <i>"Not to be Missed"</i>	e-mail to <a href="mailto:calendar@lamorindaweekly.com">calendar@lamorindaweekly.com</a>	"reoccurring"	Lamorinda 26,000 delivered bi-weekly
<b>Others -TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>

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PRESS RELEASE FORM PROVIDED BY SAN RAMON VALLEY TIMES EDITOR LISA HERENDEEN

Thank you for your submission. We will do our best to get it posted in the appropriate calendar. Here are some tips for making sure we get it in a format that enables us to use it:

--We need submissions two weeks in advance.

We cannot open attachments or sort through pages of story pitch searching for the vital Who, What, When, Where and contact info. Here's the vital info we need to access quickly in your submission.

--In addition to this submission, we encourage you to go to our website and enter your information on the "Things to Do" box.

PRESS RELEASE

YOUR NAME:

ORGANIZATION SPONSORING EVENT:

PROFIT/NON-PROFIT (organization putting it on):

IS EVENT OPEN TO THE PUBLIC:

YOUR TELEPHONE:

### **INFORMATION TO BE PUBLISHED**

EVENT NAME:

TIME OF EVENT:

DATE OF EVENT:

FULL STREET ADDRESS OF EVENT:

IF FUND-RAISER, WHOM DOES IT BENEFIT:

ADDITIONAL INFORMATION: **LIMIT TO THREE BRIEF SENTENCES**

COST OF EVENT:

RESERVATIONS NEEDED:

**MANDATORY:** TELEPHONE OR WEB TO BE PUBLISHED

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## SIR Las Trampas 116 Media Guide

As a trial run for the process the following e-mail, adhering to the guidelines, was submitted March 27, 2014.

From [REDACTED] to [WCJOURNAL@bayareanewsgroup.com](mailto:WCJOURNAL@bayareanewsgroup.com)

Subject: NEWS RELEASE - BEST OF THE WALNUT CREEK JOURNAL

### **PRESS RELEASE**

**ORGANIZATION:** Sons In Retirement, Las Trampas Branch #116, a non-profit organization.

**SUBMITTED BY:** [REDACTED]

**CONTACT TELEPHONE:** [REDACTED]

### **INFORMATION TO BE PUBLISHED:**

-- **SIR Las Trampas Branch 116 Luncheon Meeting** -- 11:00 a.m. - 1:30 pm, April 21. Our guest speaker, will be **Mr. Joe Fonzi**, KTVYs weekend sports anchor. He has been honored by the San Francisco Press Club and has received several UPI awards, two NorCal RTNDA awards and an Emmy Award. Elks Lodge, 1475 Creekside Dr, Walnut Creek. Reservations by Apr 16. \$15. 925-806-8874. [www.Branch116.org](http://www.Branch116.org)

## SIR Las Trampas 116 Media Guide

Announcements in Best of Walnut Creek column of the Walnut Creek Journal.

### Branch 146

Published date: Mar 28th

Meeting date: Apr 10th

### Branch 8

Published date: Apr 4th

Meeting date: Apr 14th

#### ■ SIR 146 Monthly Luncheon

— 11 a.m.-1:30 p.m. April 10.

The guest speaker will be Dan Borenstein, columnist and editorial writer for Bay Area News Group, who will explain why public employee pensions are underfunded. Semi- or fully retired men are encouraged to attend our monthly luncheons. Clubhouse at Boundary Oak, 3800 Valley Vista Road, Walnut Creek. \$25. Reservations by April 4. 925-937-3833, [www.sir146.com](http://www.sir146.com).

#### ■ SIR Walnut Creek Branch 8 Luncheon Meeting — 11

a.m.-1:30 p.m. April 14. The speaker will be Bob Rose, Director of Public Relations for the Oakland A's. Concord Hilton, 1970 Diamond Blvd. \$15. Reservations by April 10. 925-901-4826.

### Branch 116

Published dates: Apr 11 & 18th

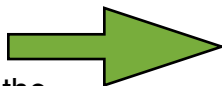
Meeting date: Apr 21st

#### MEETINGS

#### ■ SIR Las Trampas Branch 116 Luncheon Meeting — 11 a.m.-

1:30 p.m. April 21. Joe Fonzi, KTVY's weekend sports anchor will be the guest speaker. Elks Lodge, 1475 Creekside Drive, Walnut Creek. \$15. Reservations by April 16. 925-806-8874, [www.Branch116.org](http://www.Branch116.org).

Publisher's edited insertion. Probably should have included the speaker's topic in our press release.



Each announcement was apparently submitted earlier than to "two-week" deadline for the publication, which may be a key in being successfully published.