

THE 2011

OMGA



PUBLICITY
GUIDELINES



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Chapter I

Guide to the Guidelines

In 2011 OMGA instituted the office of Third Vice President and assigned publicity to that office. A quick review of the local chapter's publicity campaigns showed a wide variety of approaches. Some chapters have a member assigned to handle all publicity for the chapter, others assign publicity to each events coordinator, and others have no formal approach at all. This guideline is not an attempt to standardize all chapters to one approach but rather to provide ideas to all. Take what works for you and use it.

If you find nothing new here or see no way to apply the information, congratulations, you must already have a publicity program that is meeting the needs of your chapter. This guideline is designed as a work in progress so feel free to submit your ideas so that others may benefit from them.

Chapter II is a template to be used when submitting press releases. It is not designed to work for all newspapers and radio stations. Part of your job is to determine the format that each of your local media outlets requires. The template was modeled after an OSU template and modified based upon a variety of other resources. Most media sources will balk at giving free advertising for sales but will welcome spots for fund raisers. Stress the educational value of your event or that it is to raise funds for gardening education. The need to proofread is stressed in the chapter and is mentioned here because of its importance in press releases.

Chapter III was also adapted from OSU resources. It differs in that it is designed for awards rather than for the announcement of events. We do not pay our volunteers a lot of money for what they do so take every opportunity possible to publicly praise them. By continually keeping our accomplishments and contributions in front of the public we are more apt to be granted critical funding when the time comes.

Chapter IV is the latest OSU photo release form. It is not submitted with your press release but filed in your office to show that you had permission to make photographs available to the public.

The key to **Chapter V** is recognizing that it is a partial list of new resources. I was able to find over 360 media resources and as we go to press realize that the media resources for our county are still incomplete. Chapter members may use this list as a guide but will know of many more local outlets through their own usage. If you have never started a media directory this will be a start.

Whether in sales or publicity you need to know where to start. Make copies of **Chapters VI and VII** and then fill out before you need to make your first press release. Get in touch with your media contacts to determine their preferred method of submission and list that under notes. These pages, when completed, will be your resource for the email addresses and websites you will need to go to submit your press releases. Hint: do not try to do them all at once. Start with the key media outlets and add to the list as you start to use others.

Finally, **Chapter VIII** is the potpourri of the guidelines. I have added a few things that have become apparent to me from both my research and my experience. My vision is that chapter reps and publicity chairmen will submit additional ideas that can be included in future updates. When we share with other chapters we all learn from our successes.

Thanks for volunteering,

Larry Sutton

OMGA 3rd Vice President

February 13, 2011

Chapter II

OMGA Press Release Template 2011

(To announce upcoming events, workshops, conferences, or new officers)

DATE: (The day you plan to send the release to the media.)

HEADLINE: should be in bold and hit main point and have a subject, verb and object

BY: Your Name, Phone Number, and E-mail Address

SOURCES: Names, titles, phone numbers, and e-mail addresses of people the reporter should contact.

LEAD: Appropriate Town, Ore. – Using who, what, when, where, why and how establish your main point. One sentence, of up to 25 words should be enough to establish your point. When you are satisfied with it read it out loud. If you have to pause to take a breath, it is too long.

BODY: Here, you should elaborate on the lead paragraph and include meaningful quotes. Keep it simple, use "said" when attributing quotes to people. Use full names the first time you mention a person and include their title. The second time you refer to the person, use only his or her last name, unless someone else in the story has the same last name. In that case, repeat the full name. Avoid courtesy titles like Mr., Mrs., Ms. or Miss.

Insure accuracy. Double check all the facts in your release.

Proofread, proofread and proofread your story after you are finished. Correct any errors. Do not assume your spelling of names is correct. Check them with an official source to insure accuracy.

Keep your paragraphs short, usually no more than four or five sentences each.

The press release should not exceed two pages (check with your local news outlets for their requirement).

Never submit an article without proof reading. A good practice is to read it out loud. Listen to be sure that all words are in place; all sentences flow easily and it makes sense. Then ask someone else to read it.

From time to time there will be a change in plans or schedules after you have submitted your story. Or, in a worst case scenario you will discover that you have submitted a release with an error in it. When this happens call the news service immediately. Ask them to correct the error before they publish or broadcast it. If it has already been released, ask them to run a correction.

When including photos you should explain them in a "Note to Editors" to insure that the information is separated from the body of the press release.

Photos, with captions, are available for use in the media. (Tell editors where they can find the photos. For example: on a CD that you will deliver, on the Web, or as an attachment to your e-mail.) Insure photo release forms are on file.

In the note to the editor, write a brief description of what is happening in the photo and who is in it. It should be no more than two sentences and the verbs should be written in the present tense even when the event already took place. Once again, be sure to correctly spell the name of each person in the photo and include his or her title. If there are several people in the photo, identify them using words like "left," "right," "center" or "from left to right." At the end of the caption, write "Photo by" and include the photographer's name. Make sure you have permission from the photographer to send the photo to the media.

If multiple photos are to be included, provide captions for only the best three. Include in your note to the editor that additional photos are available and where to locate them.

For Example: (from left to right) John Wayne, a Cook County Master Gardner, shows fellow members Tom Sawyer and Becky Thatcher how to prune an apple tree. Photo by Cecil D. Mill.

Chapter III

Publicity Award template 2011

Date mm/dd/year

Headline (For example: Cook County Master Gardeners bring home State Award)

By [Insert your name, telephone number and e-mail address]

Source: [Insert name of award winner and his/her phone number and e-mail address]

[City in which Extension Office located], Ore. – [Person's full name] of [Name of hometown] has been awarded the [award or recognition] for [what significance].

[Last name] received recognition for his/her work [doing what, where, and for whom].

Insert one or two sentences about the scope of the award and how recipients are chosen.

Insert a meaningful quote from chapter president or county agent.

Insert one or two sentences about the related program in your county office and how it contributes to the community.

Insert one or two sentences about numbers of trained Master Gardener volunteers in your county and their contributions.

Option: Add how others can become volunteers in your county, how to contact the Master Gardeners with gardening related questions, and/or any upcoming events open to the public.

Note to Publication Editors:

[If photos are available, include captions and where the photos can be found (i.e. as an e-mail attachment)(have a photo release form on file)]

Chapter IV

Photo Release Form

422 Kerr Administration
Oregon State University
Corvallis, OR 97331-2119
541-737-3311; Fax: 541-737-0817

OSU Extension & Experiment Station Communications Model Release

I authorize Oregon State University and those acting pursuant to its authority to: (a) Record my image and voice on videotape, audiotape, film, photograph, or in any other medium; (b) Use my name, image, voice and biographical material in connection with any such recordings; (c) Publish, exhibit, adapt, exploit, reproduce, edit, modify, make derivative works from, distribute, display, or otherwise use or re-use such recordings in whole or part without restrictions or limitation for any educational, promotional, fundraising, informational, or public relations use which Oregon State University and those acting pursuant to its authority deem appropriate. I waive any right I might have to inspect and/or approve the finished recordings or the use to which they may be applied.

I represent that I am at least 18 years of age and that I have read the above and fully understand it and I am knowingly and voluntarily executing this consent without compensation to myself.

Name _____
Address _____
City _____ State _____ ZIP _____ Phone _____
Signature _____ Date _____
Parent/Guardian signature (if subject under 18) _____

Copies of the above form can be printed in groups of four from the following site.

<http://extension.oregonstate.edu/eesc/sites/default/files/documents/OSUExtensionModelRelease.pdf>

Chapter V

Partial Guide to Statewide News Resources



Newspapers (73)

Albany [Democrat-Herald](#)
Ashland [Ashland Daily Tidings](#)
Astoria [The Daily Astorian](#)
Baker City [Baker City Herald](#)
Beaverton [Beaverton Valley Times](#)
Bend [Bend Weekly](#)
Bend [Cascade Business News](#)
Bend [The Bulletin](#)
Bend [the Source](#)
Brookings [Curry Coastal Pilot](#)
Burns [Burns Times Herald](#)
Canby [Canby Herald](#)
Cannon Beach [Cannon Beach Gazette](#)
Clatskanie [Clatskanie Chief](#)
Coos Bay [The World](#)
Corvallis [Corvallis Gazette Times](#)
Cottage Grove [Cottage Grove Sentinel](#)
Dallas [Polk County Itemizer-Observer](#)
Enterprise [Wallowa County Chieftain](#)
Eugene [Eugene Weekly](#)
Eugene [The Register-Guard](#)
Gold Beach [Curry County Reporter](#)
Grants Pass [Daily Courier](#)
Gresham [The Outlook](#)
Hermiston [Hermiston Herald](#)
Hillsboro [Hillsboro Argus](#)
Hood River [Hood River News](#)
John Day [Blue Mountain Eagle](#)
Keizer [Keizertimes](#)
Klamath Falls [Herald and News](#)
La Grande [La Grande Observer](#)
Lake Oswego [West Linn Tidings](#)
Lakeview [Lake County Examiner](#)

Lebanon [Lebanon Express](#)
Madras [Madras Pioneer](#)
Manzanita [North Coast Citizen](#)
McKenzie Bridge [River Reflections](#)
McMinnville [News-Register](#)
Medford [Mail Tribune](#)
Molalla [Molalla Pioneer](#)
Newberg [The Newberg Graphic](#)
Newport [News Times](#)
Ontario [Argus Observer](#)
Pendleton [East Oregonian](#)
Portland [Business Journal of Portland](#)
Portland [Jewish Review](#)
Portland [Mid-County Memo](#)
Portland [Oregon Herald](#)
Portland [Portland Observer](#)
Portland [Portland Tribune](#)
Portland [The Asian Reporter](#)
Portland [The Oregonian](#)
Portland [The Skanner](#)
Portland [Willamette Week](#)
Prineville [Central Oregonian](#)
Rogue River [Rogue River Press](#)
Roseburg [The News-Review](#)
Saint Helens [St. Helens Chronicle](#)
Salem [Capital Press Agriculture Weekly](#)
Salem [Salem News](#)
Salem [Salemmonthly.com](#)
Salem [Statesman Journal](#)
Scappoose [South County Spotlight](#)
Seaside [Seaside Signal](#)
Silverton [The Appeal Tribune](#)
Sisters [Nugget Newspaper](#)
Stayton [Stayton Mail](#)
Sweet Home [The New Era](#)
The Dalles [Dalles Chronicle](#)
Tillamook [Headlight-Herald](#)
Wilsonville [Wilsonville Spokesman](#)
Woodburn [Woodburn Independent](#)



Magazines (9)

Ashland [Ashland Free Press](#)

Statewide [Central Oregon Horse Journal](#)

Statewide [Northwest Travel](#)

Statewide [Oregon Business](#)

Statewide [Oregon CityLink](#)

Statewide [Oregon Cycling](#)

Statewide [Oregon Magazine](#)

Statewide [Oregon Travel Guide](#)

Statewide [Welcome to Oregon](#)

College Newspapers (11)

Lewis and Clark [The Pioneer Log](#)

Linfield College [Linfield Review](#)

Linn Benton Community [The Commuter](#)

Mt. Hood Community College [The Advocate](#)

Multnomah Bible [The Voice](#)

Oregon State [Daily Barometer](#)

Portland State [Daily Vanguard](#)

Rogue Community [The Byline](#)

Univ of Oregon [Oregon Daily Emerald](#)

Western Oregon Univ [Journal](#)

Willamette University [Collegian](#)



Radio Stations (249)

Call Sign	Frequency	Description	City	Category
KHPE	107.9 FM		Albany	Christian Contemporary
KRKT	990 AM		Albany	Country
KRKT	99.9 FM		Albany	Country
KWIL	790 AM		Albany	Religious
KRAT	97.7 FM	"K-Rat"	Altamont	Oldies
KCMX	101.9 FM	"Lite 102"	Ashland	Adult Contemporary
KIFS	107.5 FM	"Kiss 107FM"	Ashland	Top-40
KSMF	89.1 FM		Ashland	Variety
KSOR	90.1 FM		Ashland	Classical
KSRG	88.3 FM		Ashland	Classical
KTMT	580 AM		Ashland	Sports
KAAT	1370 AM		Astoria	News/Talk
KAAT	92.9 FM		Astoria	Adult Contemporary
KKEE	1230 AM		Astoria	Sports
KMUN	91.9 FM		Astoria	Public Radio
KWYA	89.7 FM		Astoria	Christian Contemporary
KBKR	1490 AM		Baker	Talk
KCMB	104.7 FM		Baker	Country
KKBC	95.3 FM		Baker	Oldies
KBDN	96.5 FM		Bandon	Classic Rock
KVMX	107.5 FM		Banks	80's Rock
KKCW	103.3 FM	"K103"	Beaverton	Adult Contemporary

KBND	1110 AM		Bend	News/Talk
KICE	940 AM		Bend	Sports
KMGX	100.7 FM		Bend	Adult Contemporary
KMTK	99.7 FM		Bend	Country
KNLR	97.5 FM		Bend	Christian Contemporary
KOAB	91.3 FM		Bend	Public Radio
KQAK	105.7 FM		Bend	Oldies
KTWS	98.3 FM		Bend	Classic Rock
KXIX	94.1 FM		Bend	Top-40
KYSF	102.9 FM		Bonanza	Top-40
KURY	910 AM		Brookings	Nostalgia
KURY	95.3 FM		Brookings	Adult Contemporary
KEHK	102.3 FM	"Star 102.3".	Brownsville	Hot AC
KQHC	92.7 FM		Burns	Classic Rock
KZZR	1230 AM		Burns	Country
KCBZ	96.5 FM		Cannon Beach	Hot AC
KJDY	94.5 FM		Canyon City	Country
KCNA	102.7 FM	"Magic Oldies 102.7"	Cave Junction	Oldies
KLVP	88.7 FM		Cherryville	Christian Contemporary
KDCQ	93.5 FM		Coos Bay	Oldies
KHSN	1230 AM		Coos Bay	Sports
KMHS	1420 AM	Marshfield High School	Coos Bay	Grade School (K-12)
KSBA	88.5 FM	Southern Oregon University	Coos Bay	Variety
KYSJ	105.9 FM		Coos Bay	Smooth Jazz
KYTT	98.7 FM		Coos Bay	Christian Contemporary
KSHR	97.3 FM		Coquille	Country
KWRO	630 AM		Coquille	News/Talk
KBVR	88.7 FM	Oregon State University	Corvallis	College
KEJO	1240 AM		Corvallis	Talk
KFLY	101.5 FM		Corvallis	Rock
KLOO	1340 AM		Corvallis	News/Talk

KLOO	106.3 FM		Corvallis	Classic Rock
KOAC	550 AM		Corvallis	Public Radio
KCGR	100.5 FM		Cottage Grove	Adult Contemporary
KNND	1400 AM		Cottage Grove	Country
KUJZ	95.3 FM	The Moose	Creswell	Country
KPIE	94.7 FM		Dallas	Variety
KWIP	880 AM		Dallas	Spanish
KEPO	92.9 FM		Eagle Point	Variety
KZZE	106.3 FM		Eagle Point	Rock
KWVR	1340 AM		Enterprise	Talk
KWVR	92.1 FM		Enterprise	Country
KEED	1600 AM		Eugene	Religious
KKNX	840 AM		Eugene	Oldies
KKXO	1450 AM	"Memories 1450"	Eugene	Nostalgia
KLCC	89.7 FM		Eugene	Variety
KMGE	94.5 FM		Eugene	Adult Contemporary
KNRQ	97.9 FM		Eugene	Rock
KODZ	99.1 FM		Eugene	Oldies
KPNW	1120 AM		Eugene	News/Talk
KRVM	1280 AM		Eugene	News/Talk
KRVM	91.9 FM		Eugene	Adult Album Alternative
KSCR	1320 AM		Eugene	Sports
KUGN	590 AM		Eugene	News/Talk
KWAX	91.1 FM	University of OR	Eugene	Classical
KWVA	88.1 FM	University of OR	Eugene	College
KZEL	96.1 FM		Eugene	Classic Rock
KCST	1250 AM		Florence	Nostalgia
KCST	106.9 FM		Florence	Adult Contemporary
KDUK	104.7 FM	"Today's Best Music"	Florence	Top-40
KLFO	88.1 FM		Florence	Variety
KWVZ	91.5 FM	University of Oregon	Florence	Classical
KDEP	105.5 FM		Garibaldi	Adult Contemporary
KSHL	97.5 FM		Gleneden Beach	Country
KGBR	92.7 FM		Gold Beach	Adult Contemporary

KRWQ	100.3 FM		Gold Hill	Country
KAGI	930 AM	Southern Oregon University	Grants Pass	News
KAJO	1270 AM		Grants Pass	Nostalgia
KAPK	91.1 FM		Grants Pass	Religious
KROG	96.9 FM	"The Rogue"	Grants Pass	Modern Rock
KMHD	89.1 FM	Mt. Hood Community College	Gresham	Jazz
KMUZ	1230 AM		Gresham	Spanish
KLDR	98.3 FM		Harbeck-Fruitdale	Top-40
KOHU	1360 AM		Hermiston	Country
KQFM	100.5 FM		Hermiston	Adult Contemporary
KUIK	1360 AM		Hillsboro	Talk
KCGB	105.5 FM		Hood River	Hot AC
KIHR	1340 AM		Hood River	Country
KQHR	90.1 FM		Hood River	Classical
KGNR	91.9 FM		John Day	Religious
KJDY	1400 AM		John Day	Country
KIDH	90.9 FM		Jordan Valley	Christian Contemporary
KZTU	660 AM		Junction City	News/Talk
KYKN	1430 AM		Keizer	News/Talk
KAGO	1150 AM		Klamath Falls	News/Talk
KAGO	99.5 FM		Klamath Falls	Rock
KFEG	104.7 FM	"the Eagle"	Klamath Falls	Classic Rock
KFLS	1450 AM		Klamath Falls	News/Talk
KKJX	960 AM		Klamath Falls	Spanish
KKRB	106.9 FM	"Sunny 107"	Klamath Falls	Adult Contemporary
KLAD	92.5 FM		Klamath Falls	Country
KLMF	88.5 FM		Klamath Falls	Public Radio
KSKF	90.9 FM		Klamath Falls	Variety
KTEC	89.5 FM		Klamath Falls	Alternative
KEOL	91.7 FM	Eastern Oregon University	La Grande	Alternative
KLBM	1450 AM		La Grande	Talk
KUBQ	98.7 FM	"Q-98"	La Grande	Oldies

KWRL	99.9 FM		La Grande	Adult Contemporary
KDZR	1640 AM		Lake Oswego	Children's
KKSL	1290 AM		Lake Oswego	Religious
KLTH	106.7 FM		Lake Oswego	Adult Contemporary
KOAP	88.7 FM		Lakeview	Public Radio
KQIK	1230 AM		Lakeview	Adult
KQIK	93.5 FM		Lakeview	Country
KGAL	1580 AM		Lebanon	Talk
KSHO	920 AM		Lebanon	Nostalgia
KXPC	103.7 FM		Lebanon	Country
KBCH	1400 AM		Lincoln City	Nostalgia
KCRF	96.7 FM		Lincoln City	Classic Rock
KHJA	102.1 FM		Madras	Oldies
KBUG	100.5 FM		Malin	Religious
KLYC	1260 AM		McMinnville	Oldies
KSLC	90.3 FM	Linfield College	McMinnville	College
KBOY	95.7 FM		Medford	Classic Rock
KDOV	91.7 FM		Medford	Religious
KEZX	730 AM		Medford	Nostalgia
KLDZ	103.5 FM		Medford	Oldies
KMED	1440 AM		Medford	News/Talk
KRTA	610 AM		Medford	Spanish
KTMT	93.7 FM	"Beat 93"	Medford	Top-40
KLRF	88.5 FM		Milton-Freewater	Religious
KOLW	97.9 FM	"97.9 Cool FM"	Milton-Freewater	Oldies
KZNY	1010 AM	"Sunny 1010"	Milwaukie	Nostalgia
KRSK	105.1 FM	"The Buzz"	Molalla	Hot AC
KSND	95.1 FM		Monmouth	Adult Album Alternative
KOOZ	94.1 FM		Myrtle Point	Classical
KLCO	90.5 FM		Newport	Variety
KNCU	92.7 FM		Newport	Country
KNPT	1310 AM		Newport	News/Talk
KYTE	102.7 FM		Newport	Hot AC
KACW	107.3 FM		North Bend	Hot AC
KBBR	1340 AM		North Bend	News/Talk
KOOS	94.9 FM		North Bend	Classic Hits

KAVE	92.1 FM	Oakridge High School	Oakridge	Adult Album Alternative
KSRV	1380 AM		Ontario	News/Talk
KSRV	96.1 FM		Ontario	Country
KGDD	1520 AM		Oregon City	Nostalgia
KRBM	90.9 FM		Pendleton	Public Radio
KTIX	1240 AM		Pendleton	Sports
KUMA	1290 AM		Pendleton	Talk
KUMA	107.7 FM		Pendleton	Adult Contemporary
KWHT	103.5 FM		Pendleton	Country
KAKT	105.1 FM		Phoenix	Country
KAPL	1300 AM		Phoenix	Religious
KCMX	880 AM		Phoenix	News/Talk
KPFR	89.5 FM		Pine Grove	Religious
KBNP	1410 AM		Portland	Business News
KBOO	90.7 FM		Portland	Variety
KBPS	1450 AM		Portland	Grade School (K-12)
KBPS	89.9 FM		Portland	Classical
KBVM	88.3 FM		Portland	Religious
KEX	1190 AM		Portland	News/Talk
KFXX	1080 AM		Portland	Sports
KGON	92.3 FM		Portland	Classic Rock
KINK	101.9 FM		Portland	Adult Album Alternative
KKPZ	1330 AM	"K-Praise"	Portland	Religious
KKRZ	100.3 FM	"Z100"	Portland	Top-40
KKSN	97.1 FM		Portland	Spanish
KOPB	91.5 FM		Portland	Public Radio
KPDQ	800 AM		Portland	Religious
KPDQ	93.7 FM		Portland	Religious
KPOJ	620 AM		Portland	Talk
KRMZ	1150 AM		Portland	Spanish
KRRC	97.9 FM	Reed College	Portland	Variety
KUFO	101.1 FM		Portland	Rock
KUPL	970 AM		Portland	Country
KUPL	98.7 FM		Portland	Country
KWJJ	99.5 FM	"The Wolf"	Portland	Country

KXJM	95.5 FM		Portland	Hip Hop
KXL	750 AM		Portland	News/Talk
KLTW	95.1 FM		Prineville	Adult Contemporary
KRCO	690 AM		Prineville	Country
KLRR	101.7 FM		Redmond	Adult Album Alternative
KSJJ	102.9 FM		Redmond	Country
KWRX	88.5 FM	University of Oregon	Redmond	Classical
KDUN	1030 AM		Reedsport	Country
KJMX	99.5 FM		Reedsport	Adult Contemporary
KLFR	89.1 FM	Lane Community College	Reedsport	Public Radio
KSJD	92.1 FM		Reedsport	Adult Album Alternative
KRRM	94.7 FM		Rogue River	Country
KQEN	1240 AM		Roseburg	News/Talk
KRNR	1490 AM		Roseburg	Country
KRSB	103.1 FM		Roseburg	Country
KSRS	91.5 FM		Roseburg	Classical
KTBR	950 AM		Roseburg	News/Talk
KOHI	1600 AM		Saint Helens	Country
KBZY	1490 AM		Salem	Adult Contemporary
KCCS	1220 AM		Salem	Christian Contemporary
KSLM	1390 AM		Salem	Talk
KWBX	90.3 FM	Western Baptist College	Salem	Christian Rock
KFIS	104.1 FM	"the Fish"	Scappoose	Christian Contemporary
KCRX	102.3 FM		Seaside	Classic Rock
KCYS	98.1 FM		Seaside	Country
KSWB	840 AM		Seaside	Nostalgia
KWPK	104.1 FM		Sisters	Hot AC
KQFE	88.9 FM		Springfield	Religious
KKNU	93.1 FM		Springfield-Eugene	Country
KORE	1050 AM		Springfield-Eugene	Religious
KCKX	1460 AM		Stayton	Country
KAVJ	101.1 FM		Sutherlin	Oldies

KFIR	720 AM		Sweet Home	Country
KLVU	107.1 FM		Sweet Home	Christian Contemporary
KSJK	1230 AM	Southern Oregon University	Talent	News
KACI	1300 AM		The Dalles	Talk
KACI	97.7 FM		The Dalles	Oldies
KMCQ	104.5 FM		The Dalles	Hot AC
KMSW	92.7 FM		The Dalles	Classic Rock
KODL	1440 AM		The Dalles	Nostalgia
KLVP	1040 AM		Tigard	Christian Contemporary
KMBD	1590 AM		Tillamook	Talk
KTIL	94.1 FM		Tillamook	Nostalgia
KPPT	1230 AM	"Easy 1230"	Toledo	Nostalgia
KPPT	100.7 FM	"the Boss"	Toledo	Oldies
KKMX	104.3 FM		Tri City	Hot AC
KPAM	860 AM		Troutdale	News/Talk
KLWJ	1090 AM		Umatilla	Religious
KEUG	105.5 FM	105.5 Bob FM"	Veneta	Classic Hits/Hot AC
KORC	820 AM		Waldport	Nostalgia
KWLZ	96.5 FM		Warm Springs	Rock
KWSO	91.9 FM		Warm Springs	Variety
KZRI	90.3 FM		Welches	Christian Contemporary
KRAM	1070 AM	*Off-the-air	West Klamath	Nostalgia
KZZM	101.9 FM		Weston	Spanish
KLOV	89.3 FM		Winchester	Christian Contemporary
KGRV	700 AM		Winston	Religious
KWBY	940 AM		Woodburn	Spanish

Television Stations (25)

Beaverton [TVCTV](#)
Bend [KOAB](#)
Bend [KTVZ](#)
Coos Bay [KCBY](#)
Corvallis [KOAC](#)
Eugene [KEPB](#)
Eugene [KEZI](#)
Eugene [KMTR](#)
Eugene [KVAL](#)
Klamath Falls [KDKF](#)
Klamath Falls [KOTI](#)
La Grande [KTVR](#)
Medford [KDRV](#)
Medford [KFTS](#)
Medford [KOBI](#)
Medford [KTVL](#)
Portland [KATU](#)
Portland [KGW](#)
Portland [KOIN](#)
Portland [KOPB](#)
Portland [KPDX](#)
Portland [KPTV](#)
Roseburg [KPIC](#)
Salem [KWVT](#)



Chapter VI

County Guide to Written Publications

Name of Publication: _____ Daily Weekly Monthly Other: _____

Address: _____ Phone Number: _____

Website: _____ E-mail Address: _____

Submission Deadlines: _____

Contacts: _____

Notes: _____

Name of Publication: _____ Daily Weekly Monthly Other: _____

Address: _____ Phone Number: _____

Website: _____ E-mail Address: _____

Submission Deadlines: _____

Contacts: _____

Notes: _____

Chapter VII

County Guide to Broadcast Media

Name of Station: _____ Radio Television (Public): _____

Call Sign: _____ Frequency: _____ Gardening Shows: _____

Address: _____ Phone Number: _____

Website: _____ E-mail Address: _____

Submission Deadlines: _____

Contacts: _____

Notes: _____

Name of Station: _____ Radio Television (Public): _____

Call Sign: _____ Frequency: _____ Gardening Shows: _____

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Website: _____ E-mail Address: _____

Submission Deadlines: _____

Contacts: _____

Notes: _____

Chapter VIII

Further Suggestions

We get the biggest bang for our publicity efforts when we advertise to the people that will be most likely to use our services. Master Gardeners tend to be our own best customers. Craft your publicity campaign so that your membership is the first to know and has the best information.

Your cities and towns are governed by a group of elected officials. Send them personal letters and copies of your press releases. Let them know what you are doing in the community. Have an annual meeting where you invite them to attend. You may not get a lot showing up, unless it is an election year, but you will keep your name and accomplishments crossing their desks.

Most local radio stations are looking for people from the community to appear and share their organization's upcoming events.

Your Lion's Club, Rotary Club, Chamber and other service clubs need to come up with speakers every time they meet. You can often book with them on a regular basis to discuss seasonal gardening issues. Or, you just might talk to them about what your chapter is doing in the community.

Press releases get easier each time you do one. If you are having trouble with your press releases make an appointment with a contact from the local media and ask them for feedback on what you are doing. Media outlets are looking for community news and usually do not mind doing some coaching to increase their leads. Meeting with the media lets you both connect a face with a name.

This spot is reserved for you. Let me know what is working in your chapter.



Oregon Master Gardener Association