



## ***A Note About Publicity from RiverCulture***

February, 2025

It's my pleasure to help you increase the impact of your program, performance or event with the following advertising suggestions. This press kit includes a press release example, email list and some other tips. Don't hesitate to contact me with questions,

Suzanne LoManto, Director of RiverCulture  
[riverculture@montague-ma.gov](mailto:riverculture@montague-ma.gov) 413-863-3200 ext. 115  
[www.riverculture.org](http://www.riverculture.org)

A well-written press release is key; send it out about 15 days before your event. *See Example.*

The Montague Reporter comes out on Thursdays, however it runs bi-weekly over the summer. Small black and white ads are very reasonably priced. <https://montaguereporter.org/>

The [RiverCulture newsletter](#) and [social media](#) also comes out on Tuesdays or Wednesdays.

Have at least one clear jpeg image on hand to include with publicity.

Create a facebook event (not just a post) 4-6 weeks before your event, containing the same information as the press release. Take a minute to invite your friends. Not on facebook? I can create an event for you if you send me your press release and image. Don't forget Instagram.

Calendars can be uploaded 4-6 weeks before your event.

Interested in a recording? MCTV might be able to help: [infomontaguetv@gmail.com](mailto:infomontaguetv@gmail.com)

Hang posters 7-10 days before your event. Bring push pins and clear tape!

**TURNERS-** Carnegie Library: Bring 3 and ask the librarian to send them to the other branches. Food City, Peskeompskut Park, brick kiosk in front of the Shea, Upper Bend, The Brick House, Suzee's Laundromat, Country Creemee, Fish ladder parking lot, Bike path parking lot, Unity Park field house, inside the Discovery Center. **MILLERS-** Laundromat, Element Brewing, library. **MONTAGUE CENTER-** Montague Post Office, General Store, Montague Common Hall kiosk, Bookmill, Red Fire Farm.

## PRESS RELEASE EXAMPLE:

### For Immediate Release

Last Minute Shopping?

Two Pop-up Shops Compliment Downtown Shopping in Turners Falls

December 18-19

**CONTACT INFO, WEBSITE**

Contact: Suzanne LoManto

Director of RiverCulture

[riverculture@montague-ma.gov](mailto:riverculture@montague-ma.gov)

[www.riverculture.org](http://www.riverculture.org)

**JUST THE DETAILS: WHO, WHERE, WHAT, WHERE**

### Calendar Release

Two New Pop-Up Shops in Downtown Turners Falls

All Weekend, December 18-19

Shea Theater Holiday Pop-Up, 71 Avenue A, noon-6pm

Juried Fine Art and Crafts: photography, textiles, paper & pottery

Sage Green Botanical Yule Bazaar, 50 Third Street, noon-5pm

Herbal crafts, potions, salves, teas and tinctures **Short description**

Small food by Great Falls Harvest

Music by James Bird Portal + Marie

Info at [www.riverculture.org](http://www.riverculture.org)

### Full Press Release **Longer, Full sentences, More information for papers who have the space.**

*Last Minute Shopping? Two Pop-up Shops Compliment Downtown Shopping in Turners Falls*

RiverCulture is pleased to announce TWO new pop-up shops to compliment the strictly “one of a kind” shopping experience of downtown Turners Falls, December 18-19. The Shea Theater lobby, 71 Avenue A, will host seven juried fine artists and craft vendors from noon-6pm all weekend. Admission is free. Unique gifts can be purchased from Nina Rossi (famous slugs!), Jaye Pope (Good Dirt Pottery), Anne Harding (intricate wool hats for kids), Thierry Borcy (black and white photography), Denise Milkey (old-school potholders), Annie Levine (small rugs, and paper crafts) and Kelly Moran (cloth masks and fabric change purses). Made possible with support from RiverCulture, the Shea Theater and Greenfield Cooperative Bank. [www.riverculture.org](http://www.riverculture.org)

Sage Green Botanicals has announced a two-day Yule Bazaar at 50 Third Street, Turners Falls from noon-5pm this Saturday and Sunday. This collaborative event will feature amazing herbal-inspired gifts, potions, salves, teas, tinctures, and botanical dyed clothing. Treat yourself at the elixir bar and enjoy a small plate by Great Falls Harvest. Musical entertainment provided by James Bird Portal + Marie. Vendors include Star Ground Lab, The Peoples Gold, KaityInCreatrix, Blue Whale Apothecary, Rosa Beryl Art, Mangold Leather, Tonya Lamos, Carly Raber, Fae Fare, Kat Davidson and Lillian Taft. Info at [www.sagegreenbotanicals.me](http://www.sagegreenbotanicals.me)

## **PRESS LIST + TIPS**

You don't need to send out individual emails!  
Multiple addresses at the same newspaper  
can be included together.

Cut and paste unrelated newspaper  
addresses on the blind carbon copy (Bcc) line.

Cut and paste the press release text in the  
body of the email.

Attach image and press release (word doc)

### **RiverCulture**

[riverculture@montague-ma.gov](mailto:riverculture@montague-ma.gov)

### **Montague Reporter**

[editor@montaguereporter.org](mailto:editor@montaguereporter.org)  
[nalerossi@gmail.com](mailto:nalerossi@gmail.com)  
[ads@montaguereporter.org](mailto:ads@montaguereporter.org)  
[features@montaguereporter.org](mailto:features@montaguereporter.org)  
[events@montaguereporter.org](mailto:events@montaguereporter.org)  
[Singleton.jeff47@gmail.com](mailto:Singleton.jeff47@gmail.com)

### **Gazettenet.com**

[ccain@gazettenet.com](mailto:ccain@gazettenet.com)  
[dcrowley@gazettenet.com](mailto:dcrowley@gazettenet.com)  
[spfarrer@gazettenet.com](mailto:spfarrer@gazettenet.com)  
[kheidel@gazettenet.com](mailto:kheidel@gazettenet.com)

### **Poetry News**

[lori@thepoetrynews.com](mailto:lori@thepoetrynews.com)

### **MISC**

[mgoldberg@explorewesternmass.com](mailto:mgoldberg@explorewesternmass.com)  
[news@galagardner.org](mailto:news@galagardner.org)  
[newsroom@atholdailynews.com](mailto:newsroom@atholdailynews.com)  
[randy@commonsnews.org](mailto:randy@commonsnews.org)  
[info@mailva.evite.com](mailto:info@mailva.evite.com)  
[entertainment@reformer.com](mailto:entertainment@reformer.com)  
[cornerrobot@gmail.com](mailto:cornerrobot@gmail.com)  
[randy@commonsnews.org](mailto:randy@commonsnews.org)  
[newsroom@atholdailynews.com](mailto:newsroom@atholdailynews.com)  
[dcrowley@atholdailynews.com](mailto:dcrowley@atholdailynews.com)  
[news@union-news.com](mailto:news@union-news.com)  
[news@keenesentinel.com](mailto:news@keenesentinel.com)  
[mariann@franklincc.org](mailto:mariann@franklincc.org)  
[sarah@franklincc.org](mailto:sarah@franklincc.org)  
[news@nepr.net](mailto:news@nepr.net)

[coa@montague-ma.gov](mailto:coa@montague-ma.gov)  
[Press@hilltownfamilies.org](mailto:Press@hilltownfamilies.org)

### **Brat Reformer**

[news@reformer.com](mailto:news@reformer.com)  
[ssmallheer@reformer.com](mailto:ssmallheer@reformer.com)  
[raudette@reformer.com](mailto:raudette@reformer.com)

### **TV/RADIO**

[news@nepr.net](mailto:news@nepr.net)  
[livewiredm@gmail.com](mailto:livewiredm@gmail.com)  
[ReportIt@wwlp.com](mailto:ReportIt@wwlp.com)  
[dan@whai.com](mailto:dan@whai.com)  
[news@wamc.org](mailto:news@wamc.org)  
[mail@gctv.org](mailto:mail@gctv.org)  
[PSA@montaguetv.org](mailto:PSA@montaguetv.org)  
[feedback@masslive.com](mailto:feedback@masslive.com)  
[tips@westernmassnews.com](mailto:tips@westernmassnews.com)  
[lpage@wgby.org](mailto:lpage@wgby.org)  
[news@wamc.org](mailto:news@wamc.org)  
[nick@whai.com](mailto:nick@whai.com)  
[thefab413@nepm.org](mailto:thefab413@nepm.org)

### **CALENDARS (Go to link. Fill out form)**

<http://valleyadvocate.com/events/submit-event/>  
(visual)<http://www.valleyartsnewsletter.com/submissions.php>  
<http://wrsi.com/submit-an-event/>  
<https://login.cityspark.com>

### **VALLEY ADVOCATE EDITORS**

[sopatut@valleyadvocate.com](mailto:sopatut@valleyadvocate.com)  
[jlevesque@valleyadvocate.com](mailto:jlevesque@valleyadvocate.com)  
[editor@valleyadvocate.com](mailto:editor@valleyadvocate.com)

### **Greenfield Recorder**

[news@recorder.com](mailto:news@recorder.com)  
[soundslocal@yahoo.com](mailto:soundslocal@yahoo.com)  
[features@recorder.com](mailto:features@recorder.com)  
[outdoor@recorder.com](mailto:outdoor@recorder.com)  
[sbrock@recorder.com](mailto:sbrock@recorder.com)  
[ehoffman@recorder.com](mailto:ehoffman@recorder.com)  
[mbowen@recorder.com](mailto:mbowen@recorder.com)

**Springfield Republican**[pmastriano@repub.com](mailto:pmastriano@repub.com)[cafurban@gmail.com](mailto:cafurban@gmail.com)[newsdesk@repub.com](mailto:newsdesk@repub.com)[news@repub.com](mailto:news@repub.com)**Berkshire Eagle**[news@berkshireeagle.com](mailto:news@berkshireeagle.com)[tjamiolkowski@berkshireeagle.com](mailto:tjamiolkowski@berkshireeagle.com)[jborak@berkshireeagle.com](mailto:jborak@berkshireeagle.com)**MASS HUMANITIES**[wdeshano@masshumanities.org](mailto:wdeshano@masshumanities.org)[mpellissier@masshumanities.org](mailto:mpellissier@masshumanities.org)**MISC.**[aan@turley.com](mailto:aan@turley.com)[listings@gazettenet.com](mailto:listings@gazettenet.com)[info@amherstmedia.org](mailto:info@amherstmedia.org)[editor@dailycollegian.com](mailto:editor@dailycollegian.com)[edowner@turley.com](mailto:edowner@turley.com)[barrenews@turley.com](mailto:barrenews@turley.com)[BCTV@Belchertown.org](mailto:BCTV@Belchertown.org)[channel5@belchertown.org](mailto:channel5@belchertown.org)[news@thebeatnews.org](mailto:news@thebeatnews.org)[mwinters@reformer.com](mailto:mwinters@reformer.com)[amherst@gazettenet.com](mailto:amherst@gazettenet.com)[brian.kowalenko@cbs3springfield.com](mailto:brian.kowalenko@cbs3springfield.com)[news@cbs3springfield.com](mailto:news@cbs3springfield.com)[chicopeeregister@turley.com](mailto:chicopeeregister@turley.com)[countryjournal@turley.com](mailto:countryjournal@turley.com)[editor@dailycollegian.com](mailto:editor@dailycollegian.com)[info@granbymedia.com](mailto:info@granbymedia.com)[clarabee@recorder.com](mailto:clarabee@recorder.com)[info@northadams.com](mailto:info@northadams.com)[ludlowregister@turley.com](mailto:ludlowregister@turley.com)[warerivernews@turley.com](mailto:warerivernews@turley.com)[newsdesk@repub.com](mailto:newsdesk@repub.com)[news@repub.com](mailto:news@repub.com)[online@repub.com](mailto:online@repub.com)[thesun@turley.com](mailto:thesun@turley.com)[Sentinel@turley.com](mailto:Sentinel@turley.com)[townreminder@turley.com](mailto:townreminder@turley.com)[info@valleyvisitor.com](mailto:info@valleyvisitor.com)[pressreleases@thewestfieldnews.com](mailto:pressreleases@thewestfieldnews.com)