



## **Getting the Word Out About Your Event, Activity or Organization**

### **About Conejo Valley Guide**

- Founded in 2008, Conejo Valley Guide ([www.ConejoValleyGuide.com](http://www.ConejoValleyGuide.com)) is a website that covers and promotes events, activities and things to do throughout Ventura County and surrounding areas.
- Receives average of 50,000 unique visitors per month and nearly 1.4 million annual page views.
- Active engagement via Facebook and Twitter (over 11,000 combined followers).
- Events of broad community interest or that are free/low cost are posted free of charge...carnivals, fairs, festivals, free concerts, free movies, kids' clubs, library programs, running events, car shows, holiday/seasonal events, local mall events, recreation and park district events, etc.)
- Others encouraged to use Community Message boards for announcements, fundraisers, commercial events, classes, workshops, seminars, league signups, club meetings, etc.
- Other sections of site cover "things to do" ranging from museums, gyms, kids' activities, trails and hikes, concert venues, parks, clubs, beaches, historic sites and so on
- CVG is free to the public. Revenue generated through advertisers. Solely web-based.
- Overall mission of site is to be informational, easy to use, comprehensive and entertaining. Old items are purged. Focus is on upcoming events and activities and actionable community information.

### **Getting the Word Out to CVG – Do's and Don'ts**

- Keep it simple - we get hundreds of emails each week – keep the info clear and concise
- The Perfect Submission: Event title/headline, 1 to 3 paragraph description, date(s), start time (and end time if available), location (including address), cost, contact info (website, phone, etc.).
- Prefer at least 2 weeks' advance notice but will make exceptions, especially if something is particularly unique about the event (e.g. a celebrity appearance, something is free, etc.).
- Email us directly at [info@conejovalleyguide.com](mailto:info@conejovalleyguide.com) rather than using Contact Form on site.
- Typos, grammar issues, repetitiveness and verbosity...time wasters
- Submit in Word format and/or in body of email, not in pdf or other format.
- Simple fonts, no coloring, no funky formatting are appreciated.
- We love local historical photos/images, especially those that connect us to our community.
- Submit photos/images/flyers in jpeg format. PDF does not work for Web publishing.
- But...don't assume we will be using all images. We don't and can't due to time constraints, but particularly cool images we will use as people enjoy and share them, creating buzz.
- Do let us know ASAP of any changes/cancellations.
- One contact person is preferred...at times we receive up to 3 or 4 submitters for same event.
- We generally don't post recurring events to Events Calendar, like musicals, plays, meetings, etc., due to time constraints (there are thousands of such events each year).
- We don't use all graphics, but email them anyway as sometimes we use for Facebook "shout outs"
- We do have low cost paid promotional options to help highlight a particular event/activity, include it in Events Calendar, etc.



# **PUBLICIZING YOUR EVENT IN THE ACORN**

(in five easy steps)

## **1) Where to send your PR, story pitches**

The Acorn [newstip@theacorn.com](mailto:newstip@theacorn.com)

T.O. Acorn [tonewstip@theacorn.com](mailto:tonewstip@theacorn.com)

Simi Acorn [simi@theacorn.com](mailto:simi@theacorn.com)

Moorpark Acorn [moorpark@theacorn.com](mailto:moorpark@theacorn.com)

Camarillo Acorn [camarillo@theacorn.com](mailto:camarillo@theacorn.com)

*Never send to multiple editors, use city where event is happening to decide*

## **2) Give PLENTY of advance notice:** no less than 1 week, 2-3 weeks is best-earlier the better

## **3) Know the deadline:**

For Thursday papers: Monday at 12 p.m.

For Friday papers: Tuesday at 12 p.m.

If you'd like to speak over the phone,

Mondays and Fridays are best

## **4) Don't overwrite!**

150 words will usually suffice

## **5) If you've got photos, share 'em!**

Always send .jpgs, high-resolution (1MB or larger) preferred. Include captions, photo credit

# **Happenings**<sup>TM</sup>

MAGAZINE

## **Ventura County's Original Community Calendar of Events**

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### **Listing Submission**

Submissions from our readers are welcomed and appreciated. When your club or organization is sponsoring a happening, contact us by mail (US post office mail) or email prior to the event or meeting, and we will review it for publication. The sooner it reaches the submissions editor, the greater the likelihood it will be published. We will need:

- Name of the event
- Type of event
- Date, time & place of event
- Entry/attendance prices
- Name of your group
- Name of person to contact & phone number to be published

Submissions and inquiries should be addressed to Submissions Editor. The deadline is the 10th (sometimes the 15th) of the month for the next months issue.

### ***Mailing Address***

Attn: Submissions Editor  
Happenings Magazine  
P.O. Box 28  
Moorpark, CA 93020

Or email your listing to:

[listings@happenings.com](mailto:listings@happenings.com)