

Welcome to the ...



... a fresh and timely solution for getting your message heard here in the Bay Area by your target audience... the South Coast! Each week, KCBY-TV covers the civic, non-profit, and community events / happenings news that's important to local people... news that is submitted by the local community.

New Clubs / Group Efforts...

New / Annual Events...

Innovative New Services...

Employee of the Month...

New Building Developments...

Prestigious Awards...

...whatever is relevant and current is the focus of this pro-community KCBY-TV feature.

The **KCBY Community Bulletin Board** airs throughout our broadcast day everyday as a 60-second bulletin board (similar to the *KCBY Business Report*.) You can also find the bulletin board online at www.kcby.com

We request that you **submit your story, announcement, invitation, etc. a month in advance whenever possible**, with at least a **minimum 3 weeks lead time** to be considered for inclusion in the on air bulletin board. As often as possible, we will attempt to have your item included in our "community" section of our website at www.kcby.com, even if your item gets to us after the 3 week lead time deadline.

Each time you have **news to share, announcements to make, or something you know others will want to know about**, please use the following worksheet as your guide or submit your prepared press release to **attention: Bulletin Board** (bulletinboard@kcby.com). We accept digital photos, PDF files, or feel free to fax your submission, mail it or drop by in person:

Fax 269-7464

KCBY-TV
Attention: Bulletin Board
PO Box 1156
Coos Bay, OR 97420

We are located just off the corner of Newmark and Broadway in North Bend (*near Dave's Pizza*)... if you plan to stop in person, please feel free to call and ask for directions or just to make sure someone from the Bulletin Board team will be here to answer your questions **269-1111**.

We look forward to working with you soon!

The KCBY Bulletin Board Team
Creative Solutions Specialists

Press Release Sample Worksheet

FOR IMMEDIATE RELEASE

Contact: _____ Company Name: _____

Telephone Number: _____ Fax Number: _____

Email Address: _____ Web site: _____

Headline: _____

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why, how):

Remainder of body text - Should include any relevant information to your events, club, services, etc. Include benefits, why they are unique. Also include quotes from staff members, industry experts or satisfied customers / event attendees, etc.

If there is more than 1 page use:

-more-

(The top of the next page): **Abbreviated headline (page 2)**

Remainder of text

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: *(all Contact information)*

Summarize product or service specifications one last time

Company / Group / Event History *(try to do this in one short paragraph)*

###

(indicates Press Release is finished)