**Communication Chair Resources**

My name is xxx ERFSA Communication Chair. It is my job to get out press releases and PSAs and try to get people in seats for your presentation on date. It was easy to find material about what you do on the web, so I cobbled together an article. I have learned in my years of doing this that if I just send out our prepared paragraph it is listed on the calendar or in a column of community events. If I send a full press release, including photos, it is much more likely to be published in full. There are two newspapers and two websites that usually publish them. They are the Eureka Times–Standard, the Mad River Union, Redheaded Black Belt, and the Lost Coast Outpost. I also fill out about a dozen on-screen forms with much more compressed information about the event.

Example of a Press Release: FOR IMMEDIATE RELEASE HUMBOLDT ERFSA SPRING LUNCHEON LECTURE SERIES CONTINUES Humboldt-ERFSA, the Emeritus and Retired Faculty and Staff Association is pleased to announce the next in their Spring luncheon lecture series this week. Lunch and meet and greets begin at 11:30 a.m. And the presentation begins at 12:00 p.m.…...

Please note each website had different submission parameters that need to be followed.

TEMPLATE Press release sites: https://marcom.humboldt.edu/wordout ERFSA PRESS RELEASES OUTLETS:

* Times-Standard

[Times-Standard Calendar](mailto:style@times-standard.com)

* Mad River Union

[Mad River Union  »](http://www.madriverunion.com/submission-guide/)

[news@madriverunion.com](mailto:news@madriverunion.com)

* North Coast Journal

[North Coast Journal  »](http://posting.northcoastjournal.com/humboldt/Events/AddEvent)

* Lost Coast Outpost

[Lost Coast Outpost  »](http://lostcoastoutpost.com/lowdown/events/submit)

* Redheaded Black Belt

[mskymkemp@gmail.com](mailto:mskymkemp@gmail.com)

* KHUM Goodtime Guide

[khumpsa@gmail.com](mailto:khumpsa@gmail.com)

* ERFSA List-serve

[erfsa-exc-com-humboldt@humboldt.edu](https://e.mail.ru/compose/?mailto=mailto%3aerfsa%2dexc%2dcom%2dhumboldt@humboldt.edu)

* KHSU

[khsu.org/community-calendar/events/create](http://khsu.org/community-calendar/events/create)

* KRFH

[krfh@humboldt.edu](mailto:krfh@humboldt.edu)

* Lumberjack

<https://thelumberjack.org/calendar-submit/>

* BICOASTAL MEDIA

[eurekapsa@bicoastalmedia.com](mailto:eurekapsa@bicoastalmedia.com)

* [Get the Word Out!](https://marcom.humboldt.edu/wordout)
* [Publicize Campus News & Events](https://marcom.humboldt.edu/wordout)
* HSU Faculty Notices
* <https://marcom.humboldt.edu/wordout>

[Submit a University Notice](https://hsu-forms.humboldt.edu/unotices/node/add/u-notices)

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