

# EVENT PROMOTION CHECKLIST

## CREATE

PSA details – Provide event details so KMRD can write and broadcast a PSA

Flyer – Create an 8½” x 11” flyer, in color if possible

JPG – Save the flyer as a JPG image for use on social media/emails (ask for help if necessary)

## PSA

➤ **At least 2 weeks prior to the event, email the following information to [howdy@KMRD.fm](mailto:howdy@KMRD.fm):**

Who/What/When/Where/Why:

Sponsor (MCP), event description, day/date/time – beginning and ending, place, purpose (such as fundraising) and any other details you want included in the PSA

Specify a contact person with phone/email in case KMRD has questions

KMRD will write the PSA based on this information – no need to get creative

## FLYERS

➤ **Print and post flyers in Madrid/Cerrillos – try to use bright paper if you print in B&W**

- General Store bulletin board
- Mineshaft bulletin board
- Java Junction bulletin board
- KMRD bulletin board
- Green Grocer bulletin board
- The Hollar bulletin board
- Mad Reefer bulletin board
- Cerrillos post office bulletin board
- Cerrillos Station bulletin board

## FLYER JPG

➤ **Email flyer JPG to Clinton to send to the MCP email list – [clint.anderson.10622@gmail.com](mailto:clint.anderson.10622@gmail.com)**

➤ **Post the JPG on local Facebook groups and ask locals to share it in their groups/feeds:**

- Madroids
- Madridians
- Madrid Cultural Projects
- Madrid, New Mexico
- San Marcos Neighbors
- Santa Fe Bulletin Board
- Santa Fe Breakfast Club
- Amigos de Cerrillos Hills State Park
- Turquoise Trail Community Assistance
- The Turquoise Trail, New Mexico
- Cerrillos in Motion and South Gallery Classes

➤ **Is anyone on Instagram? 😊**