

Where, When and How to Promote your Event Locally

Media Outlet	Contact Information	Minimum Notice/Absolute Deadline
The Buzz (monthly paper with well-maintained website)	info@buzzpei.com	<i>15th of the month before print</i> (may still be posted online if deadline is missed)
The Guardian (daily paper)	Carolyn Drake lifestyles@theguardian.pe.ca	<i>5pm each Tuesday</i> (specify "DMT" for entertainment events and "Community Calendar" for all other events) *
Ocean 100.3 FM	events@ocean100.com or https://www.ocean100.com/submit-your-event/	Non-specific (not guaranteed to reach air, host dependant)
CFCY 95.1 FM	http://cfcy.fm/contact/	Minimum 7 days before air
HOT 105.5 FM	events@hot1055fm.com or https://www.hot1055fm.com/submit-your-event/	Non-specific (not guaranteed to reach air, host dependant)
The Journal Pioneer (weekly paper)	newsroom@journalpioneer.com	
The Graphic-East & West (weekly paper)	Jan MacNeill jan@peicanada.com	<i>5:00pm Thursday</i> (week before print)
CBC Island Morning (96.1 FM)	(902) 629-6461 (recorded for air)	Call between <i>8:40am and 9:00am Tuesday</i> to record PSA
CBC PEI Online Calendar (may also appear on air)	(902) 629-6480 (not recorded for air)	Minimum 2 weeks prior to event
La Voix Acadienne	marcia.enman@lavoixacadienn.com	Weekly paper, published every Wednesday
Instagram	Include #WeLovePEI and #NoisePEI in description of your post	N/A
Kijiji	www.kijiji.ca (under community events)	N/A
UsedPei.com	https://www.usedpei.com/ (under events and garage sales)	N/A
Lokol.me	https://pei.lokol.me/events (under events. choose a subcategory)	N/A

Royalty Crossing Mall	https://www.royaltycrossing.ca/events/	Updated Daily
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* “DMT” is published on Thursdays and “Community Calendar” is published on Fridays. PSAs will run the week of the event (while still best practice to submit events ASAP, maximum runtime is 1 week)

General Guidelines for Media Outlet Submissions (not social media/kijiji/lokol etc.)

1. Your submission to a media outlet should always be as short and sweet as possible, while including all necessary information. Most places recommend between 1 and 4 sentences. Be sure to include...
 - Name of Event
 - Date of Event
 - Location of Event
 - Summary of Event (what can attendees expect?)
 - Cost (if applicable)
 - Where readers/listeners can learn more (may be a phone number, email, social media account etc.)

Example: *A fundraiser for Camp Gencheff will be held at the camp on June 18, 1-4 p.m. – a yard sale and accepting refundable recyclables, barbecue sales and live music, 2-3 p.m. It will raise funds for a new beach wheelchair. Tables can be rented at \$15 each and can be booked by calling Paul, 902-940-6679. Live music will feature Mike McGarry, John McGarry, Brian Knox and Paul Chandler.*

2. Submit your event as early as possible. The media outlet will run it for as long as possible before the date of the event.