



Media Contact list

(Not in alphabetical order)

The Cultural Council makes every effort to maintain this list up to date. However, the media world is in constant state of change and we recommend you contact the media outlet directly to find out about their submission requirements. Thank you!

Santa Cruz Sentinel

www.santacruzsentinel.com

Santa Cruz Sentinel
1800 Green Hills Road, Suite 210
Scotts Valley, CA 95066
Phone: (831) 423-4242

Contact: Wallace Baine, Art and Entertainment Editor
Phone: 429-2427
E-mail: wbaine@santacruzsentinel.com

Laura Copeland, Art and Entertainment
Phone: 429-2445
E-mail: lcopeland@santacruzsentinel.com

Michael Jung, Publisher
Phone: 706-3274
E-mail: mjung@santacruzsentinel.com

Don Miller, Editor
Phone: 706-3282
Email: dmailler@santacruzsentinel.com

Dan Coyro, Photos
Phone: 423-4242 x 5030
E-mail: dcoyro@santacruzsentinel.com

Shmuel Thaler, Photos
Phone: 706-3263
E-mail: sthaler@santacruzsentinel.com

Megha Satyanarayana, Culture Events
E-mail: meghas@santacruzsentinel.com

Libor Jany, Calendar
E-mail: ljany@santacruzsentinel.com
Phone: 429-2445 follow up calls: yes

Submit events to the online calendar
Link to calendar- <http://events.santacruzsentinel.com/listings> (auto format)
Lead: 2 weeks

Santacruzlive.com

Contact: E-mail: events@santacruzlive.com
Enter your event on the online calendar
Link to calendar -<http://events.santacruzsentinel.com/listings> (auto format)
Lead: 2 weeks

Santa Cruz Weekly

www.metroactive.com

115 Cooper Street,
Santa Cruz, CA 95060
Tel. 831-457-5810

Submit events to online calendar
Link to calendar -<http://www.metroactive.com/contact/metro-calendar.html> (auto format)
Lead: 9 days

Events should be sent by email to our calendar editor, Paul Wagner: calendar@santacruzweekly.com
Provide a brief description of the event and the date in the subject line.
Include the press release in the body of the email and attach anything else, such as high-resolution photos (300 dpi).

Register Pajaronian

<http://www.register-pajaronian.com/>

100 Westridge Dr.
Watsonville, CA 95077

Contact: Alanna Anderson, Newsroom Assistant (Press Releases and Calendar Events)
Phone: 831-761-7331 follow-up calls
Fax: 831-722-8386
E-mail: athimell@register-pajaronian.com

Submit press release/calendar event via e-mail, no attachments, photos high resolution .jpg, lead 2-3 weeks

Good Times Santa Cruz

www.goodtimessantacruz.com
PO Box 1885
Santa Cruz, CA 95061

Contact: Christa Martin, Features and Art Editor
Phone: 458-1100 x 221
E-mail: cmartin@gtweekly.com

Linda Koffman, Music Editor
Phone: 458-1100 x 223
E-mail: lkoffman@gtweekly.com

Lori Heath, Calendar Editor
Phone: 459-1100 x 218
E-mail: calendar@gtweelly.com or events@gtweekly.com (no attachments)

Monterey Herald

www.montereyherald.com

The Monterey County Herald
8 Upper Ragsdale
Monterey, CA 93940
(831) 372-3311

Contact: Mike Hale, Features Editor
Phone: 648-1182
Fax: 646-4318
E-mail: mhale@montereyherald.com

Submit information about non-profit briefs and grants
E-mail: clcoleman@montereyhearld.com

Questions/Comments about calendar events:
E-Mail: gocalendar@montereyherland.com

Submit event/press release online
Link to calendar -<http://events.montereyherald.com/listings> (auto format)
Lead Time: 10 day before event

San Jose Mercury

750 Ridder Park Dr
San Jose, Ca 95190

Contact: Deborah Peterson, Arts and Entertainment, Features
Phone: 408-920-5671
E-mail: features@mercurynews.com

Charlie McCollum, EYE (published Thursdays)
E-mail: features@mercurynews.com
Phone: 408-920-5245

Submit events to online calendar (must sign up for an online account)
Link to calendar -<http://events.santacruzsentinel.com/listings> (auto format)
Lead: 3 weeks

Salinas Californian

www.thecalifornian.com
123 West Alisal St.
Salinas, Ca 93901

Contact: Rachel Zentz, Newsroom Assistant (Press Releases, Calendar Events)
Phone: 831-754-4260
Fax: 831- 754-4293
E-mail: rzentz@califronian.com

Submit events to online calendar:<http://search.thecalifornian.com/sp?aff=1003&skin=> (auto format)
Lead: 3 weeks for press releases, 1 week for calendar events

Gilroy Dispatch

www.gilroydispatch.com

P.O. Box 22365

Gilroy, CA 95021-2365

Contact: Robert Airoidi, City Editor
Phone: 408-847-7037
Fax: 408-842-7105
E-mail: editor@garlic.com

Submit press release/calendar event via e-mail, no attachments, photos high resolution .jpg, lead 2-3 weeks publishing release on Tuesdays and Fridays

Mid-County Post

www.mcpost.com

831 Bay Ave Suite 1C

Capitola, CA 95010

Contact: Email: calendar@mcpost.com
Phone: 831-476-9130
Fax: 831- 476- 5023

Submit calendar events/press releases to email, no attachments, high resolution photos .jpg, press releases fewer than 100 word, 1 month

Times Publishing Group (Aptos, Scotts Valley, Capitola)

www.tpgonlinedaily.com

9601 Soquel Dr., Aptos, CA 95003

831-688-7549

Contact: Noel Smith, Editor (press releases)
Fax: 831-688-7551
E-mail: noel@cyber-times.com

Caroline Shell, Calendar
E-mail: assistant@cyber-times.com

Submit events to online calendar. Fax press releases to editor

Link to calendar - http://www.tpgonlinedaily.com/index.php?option=com_jcalpro&Itemid=122

Lead: 2-3 weeks

Scotts Valley Press Banner

www.pressbanner.com

5215 Scotts Valley Dr. Suite F

Scotts Valley 95067

Contact: Peter Burke, Editor
E-mail: pbeditor@pressbanner.com
Phone: 438-2500
Fax: 438-4114

Submit calendar events, press releases by e-mail attachments preferred, high resolution photos .jpg, lead time 1 week before event and before Mondays at 5pm

San Francisco Chronicle

Sfgate.com
901 Mission St.
San Francisco, CA 9410

Contact: Kenneth Baker, Features
E-mail: kennethbaker@sfgate.com

Sue Adolphson, Datebook
E-mail: sadolphson@sfgate.com

Submit event to the online calendar
Link to calendar - <http://events.sfgate.com/listings> (auto format)
Lead: 2-3 weeks

Radio: (PSAs)

KPIG www.kpig.com
1110 Main Street, Suite 16
Watsonville CA 95076

Contact: Frank, PSA Announcer
Phone: 724-7675 Call and read up to 30 seconds.
Office: 722-9000
E-mail: frank@kpig.com

KUSP www.kusp.org
203 8th Ave.
Santa Cruz, CA 95062

Contact: Michael Lewis, Operations Manager
Phone: 476-2800 (available in the morning)
E-mail: michael@kusp.org or psa@kusp.org

Performing Art Calendar
E-mail: performing@kusp.org

Visual Arts Calendar
Email: visual@kusp.org

Lead: 2-3 weeks for all events and PSAs, no more than 15-30 seconds for PSAs, no attachments

KSCO / KOMY www.ksco.com

Contact: Rosemary Chalmers, PSA Coordinator
Phone: 475-1080
E-mail: rosie@ksco.com

Lead: 1 week

KZSC <http://www.kzsc.org>
KZSC Santa Cruz ATTN: PSA Director
1156 High St. Santa Cruz, CA 95064

Contact: Talia Fried, PSA Coordinator

Phone: 459-2811
E-mail: psa@kzsc.org

Anne Marie Mitchell, Events Coordinator
E-mail: events@kzsc.org

Lead: 2-3 weeks, PSA can be 60 seconds or less with neutral language, format should be Html, plain text, or PDF. All audio clips in MP3 format

Online Calendars and Television: (PSAs and Events)

VIA Magazine <http://www.viamagazine.com/>
3055 Oak Rd. Walnut Creek, Ca 94597

Contact: Matthew Craggs or Christopher Hall, Events Editors
General Phone: 925-279-2441
Fax: 925-279-5654
E-mail: viaevents@viamagazines.com

Submit events to online calendar, quality slides and press releases can also be sent
Link to calendar- http://www.viamagazine.com/submit_events.asap
Lead: 30 days for the first day of the event

Community TV of Santa Cruz County www.communitytv.org
816 Pacific Ave. Santa Cruz, CA 95060

Contact: Ron Holman, Calendar Editor
Phone: (831) 425-8848 (general phone)
Fax: (831) 425-3958
E-mail: calendar@communitytv.org

Lead: 1 month, no attachments

KION46/KCBA Fox 35 www.kcba.com

Contact: Robert Martinez, PSA Coordinator
Phone: 831-784-6473
E-mail: robertmartinez@kcba.com

Submit events at online calendar
Register for free at - <http://community.kion46.com/login.aspx?ReturnURL=/Default.aspx>
Link to Calendar - <http://community.kion46.com/calendar/default.aspx>
Lead 2 weeks, no attachments

KSBW (<http://www.theksbwchannel.com/>)
238 John Street Salinas, Ca 93901

Contact: David Markowitz, Press Releases
Phone: 831-758-8888
Email: dmarkowitz@hearst.com

Teresa Wright, Event Calendar
Email: twright@hearst.com

Lead time 2-3 weeks, no attachments.