



## Promoting your Event

### Charities and Not-for-profit Groups: Some Free Ways to Advertise your Events

*Citizens of Oxford say that they often don't know about an event until it's over. The **Town of Oxford** wants to help by providing the following information on promoting events.*

#### Survey Says:

**Face book** and the **Town's Community Calendar** are the two most popular ways to find out what's happening in Oxford. Close behind are **Word of Mouth** and **Posters**, in that order.

#### Tips:

Use all means available to reach as many people as possible; remember that not everyone is on Face book; and advertise well in advance of event.

## Facebook

**If your group (or a member of your group) has a face book account, start by posting there, but remember: if people aren't already following you on Facebook they won't see your ad. Advertising on other sites too may help you reach more people.**

#### Town of Oxford

#### Town of Oxford Recreation and Events

<https://www.facebook.com/TownofOxfordRec/>

If you want to advertise events taking place in Oxford and immediate area, type the information the way you want it to appear and send it to the Town for posting (Email: [reclisure@town.oxford.ns.ca](mailto:reclisure@town.oxford.ns.ca) or see general Town contact information at the end of this document). You cannot post directly to this site. *Like* and *Follow* this site to keep up on Oxford and area events (note: you must have a face book account to do this).

#### Town of Oxford NS: Official Site

<https://www.facebook.com/groups/131654913523/>

A good site to *like* and *follow* for notices from the Town of Oxford but this is not for posting your community events.

### **Other Facebook pages with *Oxford* in the title**

(After joining any of these groups, you may post directly to them.  
They do not belong to the Town of Oxford)

#### **-Oxford News and Musings**

<https://www.facebook.com/groups/741257302601733/>

#### **- Oxford Community Events**

<https://www.facebook.com/groups/226116180749983/>

#### **- Oxford Nova Scotia- News- Wild Blueberry Capital of Canada:**

<https://www.facebook.com/groups/2350429990/>

### **More face book sites for advertising**

Six Rivers: <https://www.facebook.com/SixRiversNews/>

CFTA: <https://www.facebook.com/TantramarFM/>

CKDH: <https://www.facebook.com/101.7CKDH/timeline>

Springhill: <https://www.facebook.com/groups/1437419896478391/about/>

## **Town of Oxford Community Calendar and**

### **Online Events:**

**Paper Community Calendar:** The paper calendar is printed monthly.

Not-for-profit groups may submit brief ads for upcoming events to: Corey Skinner at <[reclisure@town.oxford.ns.ca](mailto:reclisure@town.oxford.ns.ca)> (preferable method) OR submit by mail OR drop off at the Town Hall during business hours (information below). Ads should be received at least one week before the end of the month. Late submissions may not be printed. Your information will be printed exactly as submitted unless we need to shorten it to make space. Please be as brief as possible and check your ad for mistakes. The paper calendar is distributed in the Oxford mailing area. Extra copies are at the Town Hall. It is also posted on the Town of Oxford website: [www.town.oxford.ns.ca](http://www.town.oxford.ns.ca).

#### **Online Community Events Calendar:**

**The Online Community Events Calendar is on the Town of Oxford website:**

<https://www.town.oxford.ns.ca/calendars/community-calendar.html?own=0>

Submit by email to Corey (above) or Ruthie Patriquin, Community Economic Development Officer (CEDO) at [rpatriquin@town.oxford.ns.ca](mailto:rpatriquin@town.oxford.ns.ca) (preferable method) OR submit by mail OR drop off at the Town Hall during business hours (information below). \*\*\* *This online calendar will be updated as staff time allows.*

***NOTE: Always keep in mind that staff may not see your submission immediately due to illness, vacations, reduced work hours, etc. Use other methods of promotion as well.***

## Posters

The following locations in Oxford have ***bulletin boards*** and post a limited number of community event posters. Your poster may require approval before posting:

Canada Post	Oxford Library
Oxford Medical Centre	Scott's Independent Grocer
Lower Main Market	Circle K
Oxford Pioneer Heritage Club	Oxford Arena

### **Other**

Stores: several Oxford stores may put up your posters on request

Oxford Town Hall, limited space, on request

*If you're taking a road trip, take your posters with you!*

**\*\*\* Be kind: go back and take down your poster when the event is over.**

## Other

These ***radio stations*** may air your public service announcements. Please contact them directly to be sure.

**CFTA Radio, Amherst** <http://cftafm.com/site/contact-us/>

<https://www.facebook.com/TantramarFM/>

**CKDH Radio, Amherst** <http://1017ckdh.com/contact/>

<https://www.facebook.com/101.7CKDH/>

**Six Rivers News, Radio & TV, Facebook, Pugwash**

Bill Martin, GM and Editor 902-614-3000 [bill@sixrivers.ca](mailto:bill@sixrivers.ca)

*News tips and calendar events:* [news@sixrivers.ca](mailto:news@sixrivers.ca)

<https://www.facebook.com/SixRiversNews/>

**CBC Charlottetown PEI Radio and Website:** To air your event "live" on CBC 96.1, call 902-629-6461 at 8:34 a.m. on Tuesdays and speak in person to one of the morning show hosts. To record your message, call the Talk Back Line: 1-800-680-1898.

More Information: <http://www.cbc.ca/pei/community/>

## A Local Website

<http://www.oxfordcommunitycalendar.com/>

This site is maintained and sponsored by local volunteers to promote events and activities for not for profit community groups and organizations in Oxford and surrounding areas. Find more information on the site.

## Newspapers (Print and Online)

**Six Rivers News** (see above)

**Amherst News** (delivered weekly with your flyers): Email brief ads to their **Community Calendar section**: Cole, Darrell [darrell.cole@amherstnews.ca](mailto:darrell.cole@amherstnews.ca). Send in well in advance...printed based on space available.

**Local newspapers may be interested in doing a news article on your event**, especially if it's unique or offered for the first time in this area. There's no guarantee that your submissions will be used. **Submit stories and pictures** relating to upcoming events. Submit stories and pictures relating to events after they happen.

**Chronicle Herald** (Provincial):

**What's Happening?** section in Thursday's paper. Submit at least a week in advance. If you need help submitting your event, call customer service at 1-800-565-3339 or 426-3031. Email submissions to: [listings@herald.ca](mailto:listings@herald.ca). They should be in the following format: Name of the event, date, time, location, street address, phone number or web address and a brief description of the event if necessary. Example: Bake Sale, Oct. 15, 10 a.m., Ocean Swells Community Centre, 2726 Highway 329, North West Cove. 228-2059.

**Please note: Always contact businesses directly if you require more or updated information.**

*This resource was created for you by:*

**Town of Oxford, Nova Scotia**  
**Wild Blueberry Capital of Canada\*\*\***

105 Lower Main Street

Oxford, Nova Scotia

P.O. Box 338

B0M 1P0

Phone: (902) 447-2170

Fax: (902) 447-2485

E-mail: [townhall@town.oxford.ns.ca](mailto:townhall@town.oxford.ns.ca)

Hours: Monday to Friday, 8:30 am to 4:30 pm (except holidays)

**\*\*\* Show your pride in Oxford. When planning and advertising an Oxford event, consider including a reference to the Wild Blueberry Capital of Canada, decorating with a wild blueberry theme, and offering wild blueberry refreshments, if applicable.**

**Thanks for your help to promote our community and Good Luck with your event.**

**Last Updated: September 24, 2018**