

# 1078 GALLERY PROMOTIONAL GUIDE:

**In order to have the best show for both you and 1078 Gallery, please follow these promotional guidelines!**

1. Please **HOLD off on creating a Facebook event for your show.** In order to best coordinate our promotion, 1078 Gallery will create the events and then make your group a host. 1078 Events are listed at <https://www.facebook.com/1078gallery/events>
2. Once the show is created, invite all of your bands friends and each personal friends in the area.
3. Please list and post the show on your website, facebook, twitter, and any other social networking websites your band uses.
4. Send out information on your show to your mailing list. If you don't have a mailing list, you're being a goof. Start a mailing list [www.mailchimp.com](http://www.mailchimp.com) or via many other great websites.
5. Create a flyer, or contact us if you need help creating one! Once the flyer is created SEND us some so we can put it up around town.
6. Contact local press/radio. 1078 Gallery sends out events to various calendars around town, but we encourage bands to contact the local publications and radio stations themselves. Who knows, you might a write up, which makes for great future promo and more people stoked on your show!

## Press List:

Chico News and Review  
Jason Cassidy, Arts Editor [jasonc@newsreview.com](mailto:jasonc@newsreview.com)

Chico Enterprise Record  
Leila Rodriques, Arts editor [buzz@chicoer.com](mailto:buzz@chicoer.com)

The Synthesis  
[editorial@synthesis.net](mailto:editorial@synthesis.net)

The Orion (Chico State newspaper)  
<http://theorion.com/contact/>

## Radio:

KZFR [mc@kzfr.org](mailto:mc@kzfr.org)

KCHO [info@kcho.org](mailto:info@kcho.org)

KCSC (chico state radio)  
[md@kcscradio.com](mailto:md@kcscradio.com)