**TM LACE VPPR TRAINING**

**Jan 2017**

One of the MOST IMPORTANT ACTIONS, YOUR LINK TO THE COMMUNITY AND YOUR CLUB MEMBERS IS YOUR CLUB WEB PAGE

In the digital age, this tool is exceptionally effective.

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Below is a quick easy demo of how to set up your web page.

It’s launched on TOAST HOST 2, a non TI sponsored branch of Toastmasters.

This demo is perfect for first timer webmasters and a quick review for the experienced webmaster.

This is the way to make a new website, easily.

On the computer,,,,,

Use your search engine to access *SUPPORT.TOASTMASTERSCLUBS.ORG*

Click *REGISTER*

Create your account by clicking *REGISTER*

Type in a *USER NAME* and a *PASSWORD*.

You’ll receive an immediate temp password in your email.

Give your password information to the President of Your Club. If you club does not already have a Transfer Document, in the Executive Committee, suggest one.

Next request a website for your club

Use your search engine to access *SUPPORT.TOASTMASTERSCLUBS.ORG*

Click *LOGIN* and use your new username and password.

Across the top of the page are Tabs. Click on the tab *HOW TO*

From the drop down menu select *QUICK START*

Follow each step and you will have your new website!

Once your website is completed you will be:

Administering Toast Host 2 –for all of your changes and uploads

Support.toastmastersclubs.org has multiple videos under the HOW TO tab

Focus on ensuring that you:

Update club contact information ~ meeting dates, times.

Go to [www.toastmasters.org](http://www.toastmasters.org/) and login to the site.

Click the "Welcome" message at the top of the screen to open your profile page.

Items to post on your website;

For Toastmasters clubs, for Web Pages, Newsletters, Facebook, Meetup and Flyers there will be similar information.

* ALWAYS THE CLUB VP OF MEMBERSHIP CONTACT INFORMATION
* ALWAYS THE CLUB MEETING PLACE AND TIME
* TOAST HOST HAS LINKS FOR YOU TO DRAG AND DROP
* HERE’S WHERE YOUR CREATIVITY (OR ONE OF YOUR COMMITTEE MEMBERS) POPS UP.
* ITEMS FOR YOUR WEBSITE MIGHT INCLUDE ANY OR ALL OF THE ITEMS ON OUR FLIP CHART plus

Easy to use links are also available to add to your website such as…

GOOGLE MAPS

Links to U-TUBE

TI

Your Club’s Facebook page

Pictures are a big draw – use your cell phone, no extra equipment necessary

**For those of you not using Toast Host 2 who are creating your company web pages,**

Create the above links and links to your

Recent press releases

Toastmasters has recommended colors

All sites MUST INCLUDE- "The information on this website is for the sole use of Toastmasters' members, for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters material or information. All rights reserved. Toastmasters International, the Toastmasters International logo and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only by permission." Check under TOAST HOST POLICIES AND PROTOCOL for other requirements.

Toastmasters’ official web-safe font is Arial.

**For all Webmasters**

**THERE ARE SOME Do’s and Don’t,s**

DON’T Share information that is related to the club MEMBERS, JUST contact information.

DO Double check the spelling, grammar and punctuation submitted by your club members and officers.

Don’t include jargon, abbreviations, or acronyms like VPPR or TI , readers may question your honesty, integrity and quality of the site if they do not understand everything.

Do always include a link to the home screen of the website. When your readers get lost…

they need to feel comfortable about being able to find their way **HOME,** or they will just move to a different web site.

Don’t use animations, they load to slowly.

Do check your site every week to ensure 1) the data is up to date 2) the site links are working

All of this Website material is covered on support.toastmastersclubs.org or TI.org

NEWSLETTERS

A newsletter is an essential part of your marketing efforts. It only requires your basic knowledge what to do, how to do it and most importantly how to delegate.

Your articles for the club newsletter come from your club members; below are some suggestions.

* An article each month or quarter from:
1. Club President, Inspirational, upcoming events~ training, contests, outside activities, parties.
2. VP Membership, list new members contact information, next new member orientation.
3. VP of Education – Who is due for recognition, recognition achieved.
4. Treasurer – When are dues due, we just purchased a new timer, balance in checking account
5. Sgt at Arms – Club will be dark for holiday’s , changes of venue
6. Club Secretary - number of guests for the month, exec committee synopsis.
7. Web master – ‘how to’s’ – web addresses to access the site. Information for new members for logging on to the website, how to submit changes of phone, address.
8. Club Members – interview with one club member per edition- Work, family, Toastmaster achievements, ‘get to know them” similar to ice breaker. This will acquaint new members with the long time members.
9. VPPR – club information as in read our article in ‘x’ newspaper, listen to the interview our members gave to ‘x’ radio station, see our club information on the local TV station dates.

All right your news letter is full now.

For the first and second editions you may need to teach the club members who are providing the articles to you on how to write the articles. This would be your next speech to the club naturally…. HOW TO WRITE. That’s the title…

Below is what you will train them to use for the articles they will be submitting.

1. Think from an audience perspective, what would you like to know about your members? Promotions, new borns, new CC’s, CL’s, DTM’s, volunteerism?
2. Use the journalism style of writing Who, What, When Where & Why is it important for ME TO READ (WIIFM~ what’s in it for me)? Club member Wilbur Willis (Who) attended the Toastmaster Area contest (What) last week (When) in Mission Viejo (Where) one speech included information about formation of a community project planting trees (WIIFM) for the gardener/nursery owner/civic minded club member/great get-together place for families.
3. Use Quotes, Facts, & Statistics…
	* 1. Twenty five attendees are expected at the project beginning date, at 10:am through 2:pm . The Talbot Park Habitat Restoration. County Ranger Rick Rogers stated “all volunteers are welcomed”
4. Writing should be straightforward, however when you voice your opinions and those of your club members, interest increases.
5. Keep it short and concise… CLUB OFFICERS WILL BE SUBMITTING A FEW articles per month. IF YOU LIMIT THEIR ARTICLES TO 80 to 120 words each. Your article submitters can complete their articles in a few minutes. ITS SO EASY.
6. Use images/pictures to support an article, Club Contest winners, Before and after pictures of the Habitat, Your Club banner.
7. Use lively, interesting headlines- Area Club Contest versus **Habitat Helpers Wins Big.** Club Wins Contest versus **Trophy Awarded to our Own VPPR.**

REMEMBER

Your job is to cut, paste and post on the club MEDIA sites.

The Club Newsletter Template is at Toastmasters.org

Resources / Resource Library / Search criteria Newsletters

**Your Press Release**

A listing of news papers in your area is below ‘Resources Page’

Most newspaper and media outlets will cover your Toastmasters event if you follow the basic rules. It’s easier for newspapers, physical or digital to print a release when you follow the information below. Try to use email. Many of the publications above are ‘e’ newspapers.

**Subject line**

Start with the date of the event if writing prior to the event. Be specific, April 19th, Humorous Speeches in Mission Viejo is much better than Press Release.

**Send your email/letter well before publication time.**

Newspapers 2 weeks.

Magazines 6 weeks.

**Content**

Focus on the club.

Be specific and use as few words a possible.

Write as if you are discussing the event with a friend.

Who, What, When, Where and Why is this important to the person who will read your article.

**Contact information**

Be Accurate- if there are questions, you will be able to answer them quickly to ensure publication.

Check your email daily in case the editor has a question for you.

If you have a web site, ensure your website works.

**Graphics / Photos**

Submit articles or photos of an event that has happened shortly before or after it takes place.

LACE or Contest information is more appropriately published within one month (before AND after) the event.

Use email whenever possible. It’s easy to resend and you will be able to amend the information and resend for the next event.

Use original graphics, not pictures copied from a web site.

Who ~ What ~ When ~ Where and Why, in a one sentence caption. That’s what will catch the editors eye.

REMEMBER – AS WITH THE OTHER COMMUNICATION TO THE COMMUNITY, WEB PAGES, FACEBOOK, NEWSLETTERS Your job is to cut and paste THE INFORMATION YOU RECEIVE from your members.

TOASTMASTERS.ORG HAS A PRESS RELEASE TEMPLATE FOR YOU – ITS ON YOUR RESOURCES PAGE.

Eye on the ball, keep it focused, connect with your audience, which will grow your club’s membership, involve your members and keep the club Presidents

WE ARE HIGHLIGHTING THE SAME DATA THAT IS ON YOUR RESOURCES PAGE.

YOU WON’T HAVE ACTION ITEMS ON ALL THESE MEDIA SOURCES, WE’VE NOT INCLUDED COMMUNITY TV, OR THE ORANGE COUNTY COMMUNITY RADIO, KSBR… THERE ARE OODLES OF TV STATIONS AND REMEMBER TOASTMASTERS HAS IT’S OWN CLUB TO HELP YOU WITH VIDEO S,

JUST CHOOSE 2 NEW MEDIA CATEGORIES TO ADD TO YOUR CLUBS’ REPETOIR DURING YOUR TERM OF OFFICE.

**VPPR Responsibilities**

**VPPR Roles**

Your role as VPPR (in the club constitutions and TI bylaws ) is:

The VPPR is the 4th ranking club officer and is responsible for developing and

directing a publicity program that informs individual members and the general

public about TI. The VPPR chairs the committee.

You’re going to Attend the executive meetings to;

Up date the ‘club members only’ section of your clubs media with

 New members, the VP of Membership will report to you

New Mentor Mentee relationships, Mentor reports to you

Executive meeting gives you the earliest notification of

 Club Events, like Speaking Contests, Membership drives

Club Open Houses,

Holiday Parties,

Visiting speakers,

Joint Club Meetings

Notify TI of Club Events for Posting on Founders Website

Awards to your club Like *Distinguished Clu*

**Your Action Plan**

Meet with outgoing VPPR

* What printed or online materials already exist
* Order or download materials from TI online store

Check or create your club website

Ensure all data is up-to date, especially;

* the meeting dates
* times
* member contact information

Poll the members of your club to determine their interests . The form is on TI.org

Choose 2 new projects to explore for your VPPR term

Check with your VP of Education to see who needs a CL project

* Form your team
* Set up a meeting ***this*** month

Refer to the LACE resources page on your table.

Use the LACE handout online to begin your projects.

Set a date for each Action Item .

***the difference between a dream and a goal is a date***

***Thank you for attending our VPPR presentation- You’re going to be Fantastic at VPPR***

**RESOURCES**

What are your resources as VPPR ?

* Your club members to support the VPPR office –
* Ted Talks - information to include on your web site, in your news letter, on your flyers, on your club Facebook Page.
* HR Departments in your area – connect to invite the HR person to a club meeting, offer a demo meeting, provide club information for upwardly mobile lower management. There are HR organizations that provide speaking opportunities (bring a club member to evaluate and complete a speech project)
* Flyers to motivate the community to interact with your club.
* Outside speakers – coming to the club twice a year for spice. (Not promoting a business or service)
* Call past members to re-invite them to connect.\ Create a banner that stakeholders can add to their avatars
* Create a Blog
* Meetup / [Flickr](http://www.flickr.com/) / Foursquare / Gowalla / LinkedIn / Meerkat / Periscope
* Start conversations around a hashtag / Twittter / [YouTube’s Nonprofit Program](http://www.youtube.com/nonprofits)

All About Toastmasters [www.toastmasters.org](http://www.toastmasters.org) /124

Brand Portal [www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal)

Club Leadership Handbook Toastmasters.org/Resources / Resource Library / Search criteria Club Leadership Handbook

Distinguished Club Program [www.toastmasters.org](http://www.toastmasters.org) /1111

Let the World Know [www.toastmasters.org](http://www.toastmasters.org) /1140

Marketing Resources www.toastmasters.org/marketing resources

Media Center mediacenter.toasmasters.org

M/Pr Newsletter [www.toastmasters.org](http://www.toastmasters.org) /mprnewsletter

News Letter Template Toastmasters.org/Resources / Resource Library / Search criteria Newsletters

Public Relations General Toastmasters.org/Leadership Central/Public Relations

PR Corner [www.toastmasters.org/prcorner](http://www.toastmasters.org/prcorner)

Toast Host Support.toastmastersclubs.org

Updating Club Info on TI site [www.toastmasters.org](http://www.toastmasters.org/)

***PRESENTATION HANDOUTS*** Toastmasters LACE at [www.foundersdistrict.org](http://www.foundersdistrict.org) LACE MENU / Handouts

**PRESS RELEASES**

Are there still news papers being printed?

Absolutely…

PRESS RELEASES - LA Times Orange County Edition.  [www.latimes.com/news/local/orange](http://www.latimes.com/news/local/orange/)  As with the Register, they publish several local papers.  You need to place an ad in one of their three local papers with the local paper

**Alisa Viejo News / Laguna Niguel News**[epaper.ocregister.com/Olive/ODE/OCWAlisoViejoNews/](http://epaper.ocregister.com/Olive/ODE/OCWAlisoViejoNews/) and  is a paper from the Orange County Register.  See above for how to advertise or submit press releases.  The same team does the Laguna Niguel News.

**Anaheim Bulletin**[epaper.ocregister.com/Olive/ODE/OCWAnaheimBulletin](http://epaper.ocregister.com/Olive/ODE/OCWAnaheimBulletin/) is a paper from the Orange County Register.  This was a daily paper for 93 years before it was merged with the Register in 1992.

**Anaheim Hills News Times**[epaper.ocregister.com/Olive/ODE/OCWAnaheimHillsNews/](http://epaper.ocregister.com/Olive/ODE/OCWAnaheimHillsNews/)  This is an OC Register Paper with similar content to the Yorba Linda Star and Placentia Times

**Canyon Live**[epaper.ocregister.com/Olive/ODE/OCWCanyonLife](http://epaper.ocregister.com/Olive/ODE/OCWCanyonLife/)This is a paper from the Orange County Register.  Similar content to RSM news and Ladera Post.

**Capistrano Valley News**

[epaper.ocregister.com/Olive/ODE/OCWCapoValleyNews/](http://epaper.ocregister.com/Olive/ODE/OCWCapoValleyNews/) This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Christian Examiner** formerly the Christian Times. <http://www.christianexaminer.com/>   This a free monthly publication in Christian Bookstores, Businesses and Churches.  The paper is also mailed to homes and is available on the internet.  They have a circulation (?) of around 150,000.  They have five editions covering Southern California including an OC edition.  To advertise call 619 668-5100.  Advertising is open to anyone who wants to reach the Christian Community.

**Community News**(North West Orange County)  This is an “edition of the Orange County Register”  This is a driveway publication that is dropped off on Thursdays — same day as The Sun.  It seems be mostly coupons like the ones in the Sunday paper and the one wee looked at had 6 pages of news print which contained ads, a crossword puzzle, health articles, and human interest articles.

**The Current**(Newport Coast and Costa Mesa)  [epaper.ocregister.com/Olive/ODE/OCWTheCurrentWest](http://epaper.ocregister.com/Olive/ODE/OCWTheCurrentWest/) is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Dana Point News**

 [epaper.ocregister.com/Olive/ODE/OCWDanaPointNews/](http://epaper.ocregister.com/Olive/ODE/OCWDanaPointNews/) This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Daily Pilot** [www.dailypilot.com/about/advertise/](http://www.dailypilot.com/about/advertise/) This is a paper with fairly wide distribution around the middle of the county–around Costa Mesa/Newport Beach.   They work with the LA Times

**Event News**This is a weekly paper that shows up in Cypress, La Palma and Los Alamitos.  It’s published by Community Media [www.communitymediaus.com](http://www.communitymediaus.com/)

**Excelsior** [www.ocexcelsior.com/](http://www.ocexcelsior.com/)  This is a county wide Orange County Newspaper in Spanish.  It has it’s own staff and you go through it’s website, rather than the Register’s website, to submit press releases and advertise.

**Fountain Valley Living** Magazine [www.fountainvalleymagazine.com](http://www.fountainvalleymagazine.com/)  This is delivered to every residentce and a bunch of businesses in FV  in addition to their online site.  It is a community guide with info about churches, schools… They also have a discount program for local merchants, and provide community news.

**Fountain Valley View**[epaper.ocregister.com/Olive/ODE/OCWFountainValleyView/](http://epaper.ocregister.com/Olive/ODE/OCWFountainValleyView/)  This  is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Fullerton News Tribune**[epaper.ocregister.com/Olive/ODE/OCWFullertonNewsTribune](http://epaper.ocregister.com/Olive/ODE/OCWFullertonNewsTribune/)   This has similar content to the Star Progress of Brea and La Habra.   This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Fullerton Observer** [http://www.fullertonobserver.com](http://www.fullertonobserver.com/)  is an independent, non-profit newspaper that is distributed via mail and possibly a pick up paper (we’re not sure)  They publish a large community paper (20 pages) that contains more news than advertising; and the have a large staff working on content.  To send in a press release or to get your ad published e-mail observernews@earthlink.net

**Garden Grove Journal**.  ggjournal.com  As the name implies, it is goes to driveways in Garden Grove. Advertising Page (link not working)  They also allow you to insert pre-printed fliers for $75/1000 fliers.  Their website seems to have gone down.  Their Facebook page is <https://www.facebook.com/pages/Garden-Grove-Journal/144372534782>  and their phone number is (714) 539-6018.  But they haven’t updated their facebook page since 2012–so this publication might be dead.  But some of the community papers seem to keep going with out the internet.  If they are still around, please let us know.

**Harbour Light** (Huntington Beach) [harbourlightmagazine.com](http://harbourlightmagazine.com/)  This magazine is published every other month and goes to homes in one of the most affluent parts of the OC — Huntington Harbour.  They publish articles from charity and community groups based in Huntington Harbour.

Hun**tington Beach Independent** [www.hbindependent.com](http://www.hbindependent.com/)  This paper is owned by the LA Times.

**Huntington Beach Wave**[www.ocregister.com/sections/city-pages/huntingtonbeach](http://www.ocregister.com/sections/city-pages/huntingtonbeach/) This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Independent News.**This is a weekly ? newspaper that goes to Buena Park and the area known as West Anaheim [www.mybuenapark.com](http://www.mybuenapark.com/)  It’s published by Community Media.

**Irvine World News**[epaper.ocregister.com/Olive/ODE/OCWIrvineWorldNews](http://epaper.ocregister.com/Olive/ODE/OCWIrvineWorldNews/) This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Korean Times**[www.koreatimes.com](http://www.koreatimes.com/) The LA edition of this paper goes to the large Korean population in Orange County.  It is in Korean.  To place an ad, e-mail their advertising department at  classified@koreatimes.com .

**La Opinion**[www.laopinion.com](http://www.laopinion.com/)  This is Spanish Newspaper out of LA that’s read in the OC.  For advertising see their national advertising company’s webpage [www.impremedia.net/advertise.php#](http://www.impremedia.net/advertise.php)

**LaderaPost**  [epaper.ocregister.com/Olive/ODE/OCWLaderaPost/](http://epaper.ocregister.com/Olive/ODE/OCWLaderaPost/) is a paper from the Orange County Register.  Similar content as Canyon Life and RSM News.

**Laguna Niguel News** [epaper.ocregister.com/Olive/ODE/OCWLagunaNiguelNews/](http://epaper.ocregister.com/Olive/ODE/OCWLagunaNiguelNews/) This OC Register Paper is done by the same team that does the **Alicia Viejo News.**

Laguna Beach Coastline Pilot.  [www.coastlinepilot.com](http://www.coastlinepilot.com/) This paper is owned by LA Times

**Laguna News** Post  [epaper.ocregister.com/Olive/ODE/OCWLagunaNewsPost](http://epaper.ocregister.com/Olive/ODE/OCWLagunaNewsPost/)  is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Laguna Woods Globe**  [epaper.ocregister.com/Olive/ODE/OCWLagunaWoodsGlobe/](http://epaper.ocregister.com/Olive/ODE/OCWLagunaWoodsGlobe/) is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**The Lighthouse** Japanese Newspaper.  <http://www.us-lighthouse.com/> This is a publication based in Los Angeles that distributes to the OC.  They have distribution points in Irvine and Cypress.  This is a great way to connect with this community.  They feature local news and restaurant reviews.  Hint try chrome with google translate if you don’t speak the language.

**Live Orange County Style and Beyond**This give away magazine has a retail price of $3.95.  The copy we picked up for free was a hight quality 68 page magazine all about fashion, food, furniture  and local entertainment.  It seemed to be targeting Orange County’s affluent over 40 residents.  They also publish a website with content similar to the print magazine liveoc.livemagazines.net/  Looks like they no longer have an OC edition.  ??

**LocalE Magazine**[www.localemagazine.com](http://www.localemagazine.com/)  This is a Quarterly Magazine that’s distributed to businesses to reach OC’s young and affluent population and it’s also aimed at OC tourists .  They have articles about music events, bars, and local happenings.  (Their focus seems to be introducing people to local businesses that they feel are hip or cool. )  And they also have events that attract up to 15,000 people.  [Youtube Video](http://www.youtube.com/watch?v=BwAzuhyhTaE&feature=share&list=UUU6RU5AhEjgtBU6SxMm2i-g)

**Miniodas**   [www.miniondas.com](http://www.miniondas.com/) This is a Santa Ana based Spanish Language newspaper.  Their contact number is (714) 668-101 0

**News Enterprise** This publication goes to Cypress and Los Alamitos [www.newsenterprise.net](http://www.newsenterprise.net/)  Published by Community Media.

**Newport Beach Independent**[www.newportbeachindy.com](http://www.newportbeachindy.com/) They say they are by locals and for locals. [Link to their media kits.](http://www.newportbeachindy.com/advertising/)

**OC Concert Guide**[occoncertguide.com](http://occoncertguide.com/)  Slick online and printed Magazine format publication that’s delivered in the OC Register (It’s an independent publication.) hooks readers up with upcoming concerts.  As their name implies interviews and articles about live music in the OC; and since they are a new publication they offer reasonable advertising rates.  It isn’t just young readers.  They are the go to source for Jazz and Classical music information.  Advertise if you want to hook up with the affluent concert going crowd.  ([Advertising information.](http://startup.ocbusinessstartup.com/wp/wp-content/uploads/2012/05/OCCGOneSheet2.pdf))

**OC Family**[ocfamily.com](http://ocfamily.com/) They target affluent parents with younger children.  According to their 2012 media kit 59% of their readers have household incomes of more than $100,000.  They “target families better than any newspaper or magazine in Orange County”

**OC Jewish Life**[www.ocjewishlife.com/site/advertise-ocjl](http://www.ocjewishlife.com/site/advertise-ocjl/)  This glossy magazine has a circulation of 200,000 through the mail and they have hundreds of locations where they drop off the publication.  They also publish on the internet.  According to their website, you can reach a high income, highly educated segment of the OC community.

**OC Metro**[www.ocmetro.com](http://www.ocmetro.com/)  This has become an OC Register publication which is the only “leadership-focused glossy magazine published for Orange County executives, entrepreneurs and professionals” and it’s award winning writing about “engaging proﬁles, provocative commentary and stylish executive lifestyle features…”  According to their [2013 media kit](http://www.ocmetro.com/mediakit/2013_OC_Register_Metro.pdf), 43% of readers have a $100,000+ income, 62% have investments, they are more likely to own an expensive house, and 34.2% are “opinion leaders.”   They have a readership of 421,000; so you are hitting all of the county’s bigwigs.

**OC Menues**[www.ocmenus.com](http://www.ocmenus.com/) This publication is all about eating out in OC.

**OC Weekley**[www.ocweekly.com](http://www.ocweekly.com/)  This is the paper that is distributed county wide.  The advertising seems to be aimed at younger people with money.  You see ads for local music events, new restaurants. …  This paper is dropped off at restaurants, bars, and coffee shops.  You see people looking through it while they are waiting.  It’s not just a bundle of advertising, they have real articles and editorials.

**Orange County Catholic Newspaper**[www.rcbo.org/orange-county-catholic-newspaper.html](http://www.rcbo.org/orange-county-catholic-newspaper.html)  They have English and Spanish editions.  This monthly newspaper is distributed through the mail and at churches.  Advertising/circulation numbers were not provided on line, but we assume circulation is large.  To advertise contact 213 637-7360.

**Orange Coast Magazine** [www.orangecoast.com/advertise.aspx](http://www.orangecoast.com/advertise.aspx) It’s all about Dining Out, Events, and places to go in the OC.

**Orange County Business Journal**[www.ocbj.com/advertise/](http://www.ocbj.com/advertise/) This is the Business Newspaper of Orange County.  It goes to many business owners and executives.  Most readers are college grads, and in an upper income bracket.  They also have an online site that takes advertising.  They have put out a [media guide](http://www.cbjonline.com/a1ocbj/pdfs/OCBJ_Media-Planning-Guide.pdf) that shows you who their readers are and advertising opportunities.

**Orange County News.**This paper served Stanton, Anaheim, Garden Grove and Fountain Valley.   Their new website [www.localocn.com](http://www.localocn.com/) Publisher website: [www.communitymediaus.com](http://www.communitymediaus.com/)  Their phone number is 714-894-2575.

**Parenting OC Magazine**[www.parentingoc.co](http://www.parentingoc.com/)m  This is a full size colour mag about 80 pages that gives parents the 411 on what they can do in OC.  Kids fairs, movie reviews, festivals…  A lot of feature articles and family focused advertising.  For info on advertising, 714-630-4510 or email us at info@parentingoc.com and they have a media kit on their website.  They say they are the most widely distributed parenting magazine in OC with a circulation of 65,000  Distribution is through free copies at private schools, Boys and Girls clubs, and grocery store racks.

**Placentia News Times**[epaper.ocregister.com/Olive/ODE/OCWPlacentiaNewsTimes](http://epaper.ocregister.com/Olive/ODE/OCWPlacentiaNewsTimes/) Similar content to the Yorba Linda Star and Anaheim Hills News Times This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

Press Telegram [www.presstelegram.com](http://www.presstelegram.com/) The Press Telegram is based in Long Beach.  It has a lot of OC readers especially in areas near Long Beach.

**Rafu Shimpo Japaneese Newspaper**[www.rafu.com](http://www.rafu.com/)  This is an LA centric newpaper that covers national and local events.   They publish four times a week and claim to be the leading Japaneese-American newspaper with a circulation over 45,000.

**RSM News**

 [epaper.ocregister.com/Olive/ODE/OCWRSMNews/](http://epaper.ocregister.com/Olive/ODE/OCWRSMNews/) Same team and similar content to Canyon Life and Ladera Post

Saddleback Valley News Lake Forest/Laguna Edition [epaper.ocregister.com/Olive/ODE/OCWSaddlebackValleyNewsLFLH/](http://epaper.ocregister.com/Olive/ODE/OCWSaddlebackValleyNewsLFLH/)This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Saddleback Valley News Mission Viejo Edition**[epaper.ocregister.com/Olive/ODE/OCWSaddlebackValleyNewsMV/](http://epaper.ocregister.com/Olive/ODE/OCWSaddlebackValleyNewsMV/)This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**San Clemente Journal**[www.sanclementejournal.com](http://www.sanclementejournal.com/)  This is a news print/magazine publication that comes out four times a year focusing on the city of San Clemente but also hits Dana Point, San Juan Capistrano and Capistrano Beach.  According to their website, they have a 20,000 circulation.  They offer home delivery for a small fee and this publication is distributed free at about 200 local businesses.

**Starr Progress**  [epaper.ocregister.com/Olive/ODE/OCWStarProgress](http://epaper.ocregister.com/Olive/ODE/OCWStarProgress/) (for Brea and La Habra) This paper has similar content to the Fullerton News Tribune.  This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**South Coast**[www.southcoastmagazine.com](http://www.southcoastmagazine.com/) They have a guarenteed distribution of at least 35,000 to “readers live in households with a median property value of approximately $950,000 with a median age of 41.5, and a median income of approximately $164,000.”  They cover South County and North **San Diego County Sun Newspaper**[SunNews.org](http://www.sunnews.org/)Serves mostly Seal Beach, but also does Huntington Harbour, Belmont Shore, Sunset Beach, Rossmoor, and Los Alamitos.  They take press release submission by e-mail or at their office on Main St. in Seal Beach.

**Sun Post News / San Clemente Sun** News [epaper.ocregister.com/Olive/ODE/OCWSunPostNews/](http://epaper.ocregister.com/Olive/ODE/OCWSunPostNews/) is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

**Tustin News**   [epaper.ocregister.com/Olive/ODE/OCWTustinNews/](http://epaper.ocregister.com/Olive/ODE/OCWTustinNews/) This is a paper from the Orange County Register.  See above for how to advertise or submit press releases.

 **Vien Dong Daily**[viendongdaily.com](http://www.viendongdaily.com/) This is a Vietnamese language paper.  To place an Ad, contact: Vien Dong 14891 Moran Street, Westminster, Ca 92683-5599 Email: viendong@aol.com or viendongdaily@yahoo.com

**On The Water’s Edge** (Huntington Beach) Publication is mailed to upper income residents in Huntington Beach and Surfside.  Contains articles of locals,  general information such as city phone numbers, information about local clubs, word search puzzles, and info/news articles written by advertisers.  30+ page wells produced glossy magazine–not something that will immediately go directly into the recycle bin.  Advertisements focus on on wealthy families who live near the water.  Published in North Carolina by [N2pub.com](http://n2pub.com/) 910 202 0917 but with local content submitted by residents.

**Westminister Journal**This is a weekly news paper going to Westminister and the area known as Mid-Way City [www.wjweekly.com](http://www.wjweekly.com/)  It is published by Community Media.

**Yorba Linda Star**[epaper.ocregister.com/Olive/ODE/OCWYorbaLindaStar/](http://epaper.ocregister.com/Olive/ODE/OCWYorbaLindaStar/) is a paper from the Orange County Register.  Similar content to the **Placentia News and Anaheim Hills News Times**.  See above for how to advertise or submit press releases.

***Orange County Seniors Magazines***

**The ANSWERS** Resource Guide is the Council on Aging’s premier publication, distributed annually to over 71,000 Orange County seniors and their families. Packed with articles and resources, including Medicare Comparison Charts, ANSWERS is the leading resource to help seniors successfully navigate the aging experience. Available online and in print. For advertising info call, Marilyn Fedorow at 714-619-2129.  This is a publication of The Council on Aging – Orange County— a local nonprofit 501(c)(3) organization. [www.coaoc.org.](http://www.coaoc.org./)

**Golden Years** aka Golden Years 55+ Magazine [www.55plusmag.com](http://www.55plusmag.com/) This free magazine is distributed to health clinics, Doctors offices, Senior Centers, Senior Fairs and Donut Shops.

**Laguna Woods Globe**   [epaper.ocregister.com/Olive/ODE/OCWLagunaWoodsGlobe/](http://epaper.ocregister.com/Olive/ODE/OCWLagunaWoodsGlobe/)is a paper from the Orange County Register.  See above for how to advertise or submit press releases. (Duplicate Entry)

OC Active Seniors [ocactiveseniors.com](http://ocactiveseniors.com/) This is aimed for the 55+ crowd and Baby Boomers who are  “Too busy to grow old gracefully”  We didn’t notice distribution numbers on their website.

**Sun Newspaper Leisure World Edition**This is a great publication if you are trying to reach seniors in Leisure World in Seal Beach.  Both Sun newspapers are published by Community Media [www.communitymediaus.com](http://www.communitymediaus.com/)

**Today’s Seniors**[www.todaysr.com](http://www.todaysr.com/)  Their Greater Irvine Edition reaches over 30,000 Seniors.  They claim to be the most Popular and Talked About magazine in arias where it’s distributed.

CONTACT INFORMATION

News papers

OC Register -local@ocregister.com or mail to 625 N. Grand Ave., Santa Ana, CA 92701. Please designate public service announcement

LA Times Orange County Edition.  [www.latimes.com/news/local/orange](http://www.latimes.com/news/local/orange/)  As with the Register, they publish several local papers

*It required a LOT of time to compile the above, Please use the information.*

**TV Stations / KSBR Radio**

RADIO – Public radio station KSBR broadcasting from Saddleback College - Jim Rondeau - Director of **Broadcast** Services. Email: jrondeau@saddleback.edu 949-582-5727

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| **Los Angeles-Orange County Area Television Stations** |

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| **KDOC** (Ch. 56), **KOCE** (Ch. 50), and **KTBN** (Ch. 40) are the only television stations actually operating from Orange County. |

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| --- | --- | --- | --- | --- |
| **Station** | **Channel** | **Affiliation** | **Address** | **Telephone** |
| [KCBS](http://www.cbs2.com/) | 2 | CBS | 6121 Sunset Blvd, Hollywood 90028 | (323) 460-3000 |
| [KNBC](http://www.nbc4la.com/) | 4 | NBC | 3000 W Alameda Ave, Burbank 91523 | (818) 840-4444 |
| [KTLA](http://ktla.trb.com/) | 5 | WB | 5800 Sunset Blvd, Hollywood 90028 | (323) 460-5500 |
| [KABC](http://abclocal.go.com/kabc/) | 7 | ABC | 500 Circle Seven Dr, Glendale 91201 | (818) 863-7777 |
| [KCAL](http://www.kcal.com/) | 9 | Independent | 5515 Melrose Ave, Los Angeles 90038 | (323) 467-5459 |
| [KTTV](http://www.fox11la.com/) | 11 | Fox | 1999 S Bundy Dr, Los Angeles 90025 | (310) 584-2000 |
| [KCOP](http://www.upn13.com/) | 13 | UPN | 915 N La Brea Ave, Los Angeles 90038 | (323) 851-1000 |
| [KSCI](http://www.kscitv.com/) \* | 18 | Independent | 1990 S Bundy Dr, Ste 850, Los Angeles 90025 | (310) 478-1818 |
| [KWHY](http://www.kwhy.com/) | 22 | Independent | 1139 Grand Central Ave, Glendale 91201 | (818) 502-5700 |
| [KVCR](http://www.kvcr.org/) | 24 | PBS | 701 S Mt Vernon Ave, San Bernardino 92410 | (909) 888-6511 |
| KSFV-LP | 26 | Independent | 6611 Santa Monica Blvd, Los Angeles 90038 | (323) 469- 5638 |
| [KCET](http://www.kcet.com/) | 28 | PBS | 4401 Sunset Blvd, Los Angeles 90027 | (323) 666-6500 |
| [KPXN](http://www.pax.tv/stations/default.cfm?sti_id=61&siteid=50642) \*\* | 30 | PaxNet | 3000 W Alameda Ave, Ste 32622, Burbank 91523 | (818) 840-4444 |
| [KJLA](http://www.kjla.com/) | 33 | Independent | 2323 Corinth Ave, West Los Angeles 90064 | (310) 943-5288 |
| [KMEX](http://www.kmex.com/) | 34 | Univision | 6701 Center Dr. West, Los Angeles 90045 | (310) 216-3434 |
| [LA36](http://www.la36.org/) | 36 | L.A. Cable TV Access | 3337 Wilshire Blvd, Los Angeles 90010 | (213) 368-2372 |
| [KNET](http://www.worldtelevision.com/) | 38 | World TV | 6611 Santa Monica Blvd, Los Angeles 90038 | (323) 469-5638 |
| [KTBN](http://www.tbn.org/) | 40 | Trinity Broadcasting | PO Box A, Santa Ana 92711 | (714) 832-2950 |
| [KXLA](http://www.kxlatv.com/) | 44 | Independent | 2324 Purdue St, West Los Angeles 90064 | (310) 478-0055 |
| [KFTR](http://www.univision.net/jsp/en/telefutura.jsp) | 46 | Telefutura (Univision) | 3833 Ebony St, Ontario 91761 | (909) 986-4503 |
| [KOCE](http://www.koce.org/) | 50 | PBS | 15751 Gothard Ave, Huntington Beach 92647 | (714) 895-5623 |
| [KVEA](http://www.kvea.com/) | 52 | Telemundo | 1139 Grand Central Ave, Glendale 91201 | (818) 502-5701 |
| [KAZA](http://www.kazatv54.com/) | 54 | Azteca America | 230 N Maryland Ave #300, Glendale 91206 | (818) 241-5400 |
| [KDOC](http://www.kdoctv.net/) | 56 | Independent | 18021 Cowan, Irvine 92714 | (949) 442-9800 |
| [KJLA](http://www.latv.com/) | 57 | Independent | 2323 Corinth Ave, West Los Angeles 90064 | (310) 943-5288 |
| [KLCS](http://www.klcs.org/) | 58 | PBS | 1061 W Temple St, Los Angeles 90012 | (213) 625-6958 |
| KRCA | 62 | Independent | 1813 N Victory Pl, Burbank 91504 | (818) 563-5722 |
| KNLA-LP | 67 | Independent | 6611 Santa Monica Blvd, Los Angeles 90038 | (323) 468-2568 |

Note: "-LP" are low-power television channels. \* Located in San Bernardino 1978 – 1998 \*\* From 1969 to 1989, KHOF 30, later KZKI, was operated as a religious TV station by Dr. Gene Scott's Faith Tabernacle. The station was purchased by Paxson Communications in 1995 and was transformed into KPXN 30 **Los Angeles-Orange County Area Digital Television (DTV) Channels**

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| --- | --- | --- | --- | --- |
| **Station** | **Channel** | **Affiliation** | **Address** | **Telephone** |
| [KTBN](http://www.tbn.org/)-DT | 23 | Trinity Broadcasting | PO Box A, Santa Ana 92711 | (714) 832-2950 |
| [KVCR](http://www.kvcr.org/)-DT | 26 | PBS | 701 S Mt Vernon Ave, San Bernardino 92410 | (909) 888-6511 |
| [KTLA](http://www.ktla.com/)-DT | 31 | WB | 5800 Sunset Blvd, Hollywood 90028 | (323) 460-5500 |
| [KDOC](http://www.kdoctv.net/)-DT | 32 | Independent | 18021 Cowan, Irvine 92714 | (949) 442-9800 |
| [KMEX](http://www.kmex.com/)-DT | 35 | Univision | 6701 Center Dr. West, Los Angeles 90045 | (310) 216-3434 |
| [KNBC](http://www.nbc4la.com/)-DT | 36 | NBC | 3000 W Alameda Ave, Burbank 91523 | (818) 840-4444 |
| [KPXN](http://www.pax.tv/stations/default.cfm?sti_id=61&siteid=50642)-DT | 38 | PaxNet | 3000 W Alameda Ave, Ste 32622, Burbank 91523 | (818) 840-4444 |
| [KVEA](http://www.kvea.com/)-DT | 39 | Telemundo | 1139 Grand Central Ave, Glendale 91201 | (818) 502-5701 |
| [KLCS](http://www.klcs.org/)-DT | 41 | PBS | 1061 W Temple St, Los Angeles 90012 | (213) 625-6958 |
| KWHY-DT | 42 | Independent | 5545 W Sunset Blvd, Los Angeles 90028 | (323) 466-5441 |
| [KCAL](http://www.kcal.com/)-DT | 43 | Independent | 5515 Melrose Ave, Los Angeles 90038 | (323) 467-9999 |
| KFTR-DT | 47 | Telefutura | 5999 Center Dr, Los Angeles 90045 | (310) 410-8900 |
| [KOCE](http://www.koce.org/)-DT | 48 | PBS | 15751 Gothard Ave, Huntington Beach 92647 | (714) 895-5623 |
| KXLA-DT | 51 | Independent | 2329 S Purdue Ave, West Los Angeles 90064 | --- |
| [KABC](http://abclocal.go.com/kabc/)-DT | 53 | ABC | 4151 Prospect Ave, Hollywood 90027 | (323) 644-7777 |
| [KAZA](http://www.kazatv54.com/)-DT | 54 | Azteca America\ | Avalon | (818) 241-5400 |
| [KCET](http://www.kcet.com/)-DT | 59 | PBS | 4401 Sunset Blvd, Los Angeles 90027 | (323) 666-6500 |
| [KCBS](http://www.channel2000.com/)-DT | 60 | CBS | 6121 Sunset Blvd, Hollywood 90028 | (323) 460-3000 |
| [KSCI](http://www.kscitv.com/)-DT | 61 | Independent | 1990 S Bundy Dr, Los Angeles 90025 | (310) 478-1818 |
| [KTTV](http://www.fox11la.com/)-DT | 65 | Fox | 1999 S Bundy Dr, Los Angeles 90025 | (323) 854-2000 |
| KRCA-DT | 68 | Independent | 1813 N Victory Pl, Burbank 91504 | (818) 563-5722 |

 **KSCI** **Channel 18** of Los Angeles is the most linguistically diverse television station in Southern California and the leading Asian language television station in the United States It provides programming and entertainment in 14 different languages including Arabic, Armenian, Khmer, Cantonese-Chinese, English, Farsi, Hindi, Hebrew, Japanese, Korean, Mandarin-Chinese, Tagalog, Urdu, Vietnamese.  |

**TM VPPR Presentation**