

South Lyon DDA Media Kit

Media List

PRINT			
Type	Name	Coverage	Deadline
Free	South Lyon Herald Community Events Section Contact: Kurt Kuban (kkuban@hometownlife.com) Victoria Mitchel (vemitchell@gannett.com) (248) 437-2011 x 262	South Lyon, Green Oak, Lyon Township	2 weeks before.
Free	Hour Detroit Magazine editorial@hourdetroit.com or fax (248) 691-4531 or mail: 117 W. Third Street, Royal Oak, MI 48067.	Southeast Michigan	9 weeks before.
Free	Detroit Free Press Shopping Section* Contact Georgea Kovanis (313) 222-6842 or gkovanis@freepress.com .	Southeast Michigan	Open
Free	Coffee News "What's Happening Section" http://www.coffeenewslivingston.com/ Matthew LaViola matthew@coffeenewslivingston.com (734) 268-6187	Primarily Livingston County	1 month prior to event
Free	MLive / Ann Arbor News Shopaholic Section* http://blog.mlive.com/a2shopaholic/ Amalie Nash (734) 994-6832 or anash@annarbornews.com Stefanie Murray (734) 994-6932 or smurray@annarbornews.com Tina Reed (734) 994-6843 or treed@annarbornews.com Entertainment Section Leah DuMouchel (734) 994-6824 or ldumouchel@annarbornews.com	Washtenaw County	Open.
WEB			

Free	Facebook [http://www.facebook.com/pages/Downtown-South-Lyon/63894027086] To get on Downtown South Lyon Fan Page Contact: Kristen Delaney (kdelaney@southlyonmi.org) 1,500 + members!!!	South Lyon	Open
Free	City of South Lyon Website [http://www.southlyonmi.org/] Contact: Kristen Delaney (kdelaney@southlyonmi.org)	South Lyon	Open
Free	Detroit News Events Listing [http://events.detnews.com/listings] Username: cityofsouthlyon Password: goldfish	Southeast Michigan	3 weeks before.
Free	Livingston County Daily Community Calendar http://www.livingstondaily.com/section/EVENTS&site=GMTI&tpl=LDEventSearch You need to register for an account to use this.	Livingston County	Open.
Free	Metromix (part of the Free Press) [http://detroit.metromix.com/page/get_listed] You must have a metromix account to submit events (it's free and only takes a second.) I registered and you can use my login information to promote your events: Username: downtownsouthlyon Email: kdelaney@southlyonmi.org Password: goldfish	Southeast Michigan	3 weeks before.
Free	Metro Times (Detroit's alternative weekly) [http://metrotimes.com/selfpublish/events.aspx]	Southeast Michigan	2 weeks before.
Free	Model D Media* (tips@modeldmedia.com) [http://www.modeldmedia.com/default.aspx]	Southeast Michigan	Open.
Free	Pure Michigan Events Calendar [http://ref.michigan.org/mtr/add_events/] This is the official State of Michigan travel website.	Michigan, beyond.	9 weeks before.

	They are looking for large events with a regional draw, so this might be useful for an event like Pumpkinfest.		
Free	Livingston County Convention & Visitors Bureau info@lccvb.org Fax to (517) 546-4115	Southeast Michigan	3-4 months before.
RADIO			
Free	WHMI 93.5 FM [http://www.whmi.com/] Community Events Info: Call the studio line: (517) 546-9935.	Livingston County	Open.
Free	WCSX 94.7 FM [http://wcsx.com/publicservice/] The community listings are mostly charity-related, but if we decide to do something like that we can utilize this.	Southeast Michigan	Open.
Free	760 AM WJR Community Calendar [http://www.760wjr.com/calendar/default.asp]	Southeast Michigan	Open.
Paid	100.3 FM WNIC [http://www.wnic.com/pages/advertise.html] (Paid spots only.)	Southeast Michigan	Open.
Free	WWJ Newsradio 950 AM Public Service Announcements (248) 945-9950 Community Events Calendar wwjnewsroom@cbsradio.com [http://www.wwj.com/pages/1004270.php]	Southeast Michigan	Open.
OTHER			
Free	SLCTV (public access channel) Contact: Kristen Delaney (kdelaney@southlyonmi.org)	South Lyon	2-3 weeks.
Free	Chamber of Commerce E-Newsletter Contact: Gene Bobic (gene@southlyonchamber.com)	South Lyon, Green Oak, New Hudson,	2-3 weeks.

		Lyon Township	
Free	South Lyon Library Calendar Contact: Doreen Hannon (dhannon@ssldl.info) (248) 437-6431 x 206	Salem, South Lyon, Green Oak Township, New Hudson, Lyon Township	2 weeks.

*These are not community events listings or calendars, but reporters who write about shopping/lifestyle issues. It might be helpful to get in touch with them to get some coverage.

Other Forms of Outreach:

Posters

Carwash Sign

Flyers:

There are bulletin boards located at:

- Larry's Foodland
- Busch's
- National City
- Salem-South Lyon District Library
- Aco Hardware
- Gallery Café (no bulletin board, but Lee Ann will post in window)

E-mail blasts to people on your personal contact list.

Letter to the editor (South Lyon Herald).

Sample (Written) Press Release



For Immediate Release – [DATE]

Contact: (Name, Telephone, E-mail)
[Title/Organization]

[Event Title] Ladies Night Out in Downtown South Lyon

[Feature/Note] Come see what's in store. Shop Downtown South Lyon!

When: Thursday, June 25th from 6:00 – 9:00 p.m.

Where: Downtown South Lyon (Pontiac Trail and 10 Mile Road, South Lyon, MI 48178).

What: Downtown South Lyon is rolling out the red carpet for ladies again! After a huge turnout in March, Downtown South Lyon has organized a bigger and better event – featuring entertainment, giveaways, and of course, fabulous shopping!

Get in on the fun! Gather up your mom, sister, daughter, best gal-pals and co-workers for a night to remember. Start with dinner and make your way through the charming shops downtown - you'll be surprised by what you find!

Visit each participant merchant and be entered into a drawing to win a gift basket filled with over \$500 worth of items that one lucky lady will LOVE!

Who: Participating merchants include: Auriel Jewelry Design, Browns Root Beer and Sandwich Shop, Casa De Amici Unique Furnishings and Interior Design, Co. Reutter Salon, Diane's Doll House, Divine Yoga and Massage, The Gallery Café, Grande Trunke Home, HealthStyles Physical Therapy and Fitness Center, Jan's Skin Spa, Kathleen's Upscale Gift Shop, Lake St. Mercantile, Lake Street Tavern, The Lyon Theater, Lyon's Book Den, Phillips Travel Service, South Lyon Cycle, The South Lyon Hotel and The South Lyon Resale Shoppe.

Contact: (Name, Telephone, E-mail)
[Title/Organization]

South Lyon Downtown Development Authority

335 S. Warren Street, South Lyon, MI 48178 (248) 437-1735 / fax (248) 446-0049