Here are the wonderful people who keep calendars of Waco and regional events. If you do nothing else, contact these people to get your event on lists detailing the happenings of Waco!

Get on local calendars

Cait Howard: cait@wacotrib.com
SueAnn Wacase: sueannwacase@gmail.com
Caitlin Giddens: caitlin@wacoan.com
Caroline Wason: CarolineWason.com
Brodie Bashaw: brodie_bashaw@wacotrib.com

You can also post your event info at
- bota/Calendar
- Info/Community

Work your networks

Make sure to keep your members and supporters in the loop. Update them via social media or email to keep them informed about promoting your event.

Include a press release

- Write a quick description of your event.
- Include dynamic quotes from one or two people you know who are involved.
- Make sure the body of your release shows why the media should be interested in your event.
- Your first sentence should summarize the entire event.
- Make sure to include the media contact list at the end of this post to send your release.

Send personal invitations if possible.

Follow up with everyone

- Check your inbox. Unless you get replies from news media, assume your emails were not read. Send a follow-up email. Make a follow-up phone call. Track responses, be persistent — and nice!
- Keep your online information up to date. Calendars, websites, social media — keep things accurate, consistent across all channels of communication.
- If there is a change in your event, phone the media to ensure accuracy in reporting, and make online updates quickly for followers.

Local event listings

- Local newspapers: Waco Tribune Herald, Wacoan, Downtown Waco TX (formerly Chisholm Crossing)
- Broadcast stations and radio programs
- Newspapers, broadcast stations and radio programs
- DowntownWacoTx.com
- Websites:
  - Waco Tribune Herald: news@kwtx.com
  - Downtown Waco TX (formerly Chisholm Crossing): Kenny Green: kenngreen@kwtx.com
  - Wacoan: Caitlin Giddens: caitlin@wacoan.com
  - Downtown Waco TX (formerly Chisholm Crossing): Wendy Green: wgreen@kwtx.com
  - Downtown Waco TX (formerly Chisholm Crossing): Amanda Starnes: astarnes@wacotrib.com
- Radio:
  - KBBC: Brodie Bashaw: brodie_bashaw@wacotrib.com
  - KXXV: Dave Davis: dave@kxxv.com
  - KWTX: Jay Gall: jay@kwtx.com
  - KWBU Radio: Carla Estes: carla@kwbu.org
  - KWKT: Jarod: jarod@kwkt.com
  - KWBU Radio: Carla Estes: carla@kwbu.org

Local media contacts

Local newspapers:
- Waco Tribune Herald: news@kwtx.com
- Downtown Waco TX (formerly Chisholm Crossing): Wendy Green: wgreen@kwtx.com
- Wacoan: Caitlin Giddens: caitlin@wacoan.com
- Downtown Waco TX (formerly Chisholm Crossing): Amanda Starnes: astarnes@wacotrib.com

Local media contacts

- Waco Tribune Herald: news@kwtx.com
- Downtown Waco TX (formerly Chisholm Crossing): Wendy Green: wgreen@kwtx.com
- Wacoan: Caitlin Giddens: caitlin@wacoan.com
- Downtown Waco TX (formerly Chisholm Crossing): Amanda Starnes: astarnes@wacotrib.com

FOR IMMEDIATE RELEASE

[Date] – [Location] [Company Name] [Person Name] [Email] [Phone] [Company Name]

YOUR FIRST SENTENCE SHOULD SUMMARIZE THE ENTIRE RELEASE. WHAT'S HAPENING AND WHAT THE MEDIA SHOULD CARE ABOUT.

[Your name here]

[Your name here]

[Your name here]

[Your name here]

[Your name here]

[Your name here]