

Local Media Options for Publicizing Events

Thank you for looking to Crazy Wisdom to help promote your event. Since 1982, we have served as a regional center of information in the subjects of holistic health and integrative medicine, bodymind therapies, personal and psychological growth, spiritual development and consciousness. We want your class or event or workshop to be successful, both for you and for the members of the community who attend.

For your event to be successful, we ***strongly encourage*** you to:

- 1) send information about your event to other local media;
- 2) place flyers on kiosks and bulletin boards in the Ann Arbor area;
- 3) network with your own friends, colleagues and clients through emails, letters and phone calls.

Crazy Wisdom offers additional services you may choose to use to promote your event. Below are some local media options, including Crazy Wisdom services, that you may use to publicize your event.

Local Papers and Magazines

Ann Arbor Observer: 734-769-3175; hinch@aaobserver.com

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Body Mind Spirit Guide: 734 513-6137;

<http://www.bodymindspiritguide.com/eventSubmission.cfm> (online submission)

Crazy Wisdom Community Journal: online submission at:

<http://cwonline.squarespace.com/free-calendar-listings-cw-jour/>

Current: 734-668-4044 calendar@ecurrent.com

Natural Awakenings: 734-474-1807; publisher@a2namag.com

Events related to children and families

Metro Parent: 248-398-3400, calendar@metroparent.com

Ann Arbor Family: 419-244-9589, calendar@toledocitypaper.com

*Most deadlines are the 10th of the month prior to the event date. Please contact papers for specific deadlines.

Crazy Wisdom Options for Publicizing Events

Crazy Wisdom Community Journal

Free Calendar Form for *Crazy Wisdom Community Journal*: Crazy Wisdom publishes and distributes over 10,000 copies of the *Crazy Wisdom Community Journal* to over 195 places in Ann Arbor and the surrounding areas 3 times a year (January, May, September). Each issue includes events for a 4-month period: January-April, May-August, September-December. The Calendar Form deadline is generally 6 weeks prior to the printing of the upcoming issue of the *Community Journal*. Forms are available for pickup at Crazy Wisdom Bookstore and by following the “Free Calendar Listings CW Journal” link on the home page of www.crazywisdom.net. Events listed in the journal that take place in the community room automatically appear on our online calendar, in Crazy Wisdom’s weekly email newsletter, and on in-store flyers the month of the event. Each issue of the *Community Journal* is also posted on our website. **Practitioners are responsible for submitting the calendar form to ensure the event is posted to the journal and above places.**

Paid Advertising in *Crazy Wisdom Community Journal*: For a fee, you may buy advertising space in the *Crazy Wisdom Community Journal*. Forms with ad rates are available for pickup at Crazy Wisdom Bookstore and by following the “Advertise in the Community Journal” link on the home page of www.crazywisdom.net or by emailing Rory Russell at rory@crazywisdom.net

What’s New in the Community Column and Kids in the Community Column:

If you are a local practitioner, author, workshop leader, teacher, or event planner participating in something NEW, we would be happy to include your work in the “What’s New in the Community” column of the *Crazy Wisdom Community Journal*.

This could be a new therapy you are practicing, a new practice opening in the area, a new certification recently received, an event you are hosting, a new book just published, a wonderful, well-known healer you are bringing into town, or a new healing modality for which you are trained. We will consider writing about your endeavors, as long as you are local and the subject pertains to the Crazy Wisdom Community Journal's "body, mind and spirit" themes.

If you are a parent, educator, child therapist, event planner, author of books or articles for or about children, workshop leader, spiritual or pastoral counselor, and/or holistic practitioner participating in or developing something NEW for kids in the area, we would be happy to include your work in the “Kids in the Community” column of the *Crazy Wisdom Community Journal*.

This could be a new approach to working with kids; a fun and interesting event for kids taking place; a wonderful ritual or celebration or fair for kids to participate in; a new kids yoga or meditation or martial arts program; a new children's book just published; a

wonderful, well-known child educator or child therapist you are bringing into town; or a new after-school program you think other parents should know about. We will consider writing about your endeavors, as long as you are local and the subject pertains to the Crazy Wisdom Community Journal's "body, mind and spirit" themes.

Please note that the "CW Kids" column and "What's New" column are part of the editorial (not paid-for advertising) part of the journal, and the editors may or may not include your story. Whether the editors choose to cover your story in the journal or not will depend on space considerations, as well as other editorial issues, such as the overall mix of stories included in a given issue.

How can you submit information to be considered for these columns?

* Please write a brief statement (two short paragraphs will do) describing your business, offering, or event, and how it relates to our mind, body, and spirit themes. Our "CW Kids in the Community" columnist or "What's New" columnist will follow up with additional questions and write the final text.

* Feel free to submit additional information as email attachments (three max; optional).

* Make sure to include your contact information, including your phone number, mailing address, email address, and website address.

* Please think ahead about what kind of photograph you would want us to publish, should we choose to include your submission. Photos must be 300 dpi resolution or higher to publish.

We will follow up with everyone who submits his/her information. Please be patient while we review submissions. If we choose to include your submissions, our "CW Kids" columnist or "What's New" columnist will be in touch to collect more information and high resolution (300 dpi .jpg) photographs.

What's New in the Community contact: Lynda Gronlund
(communitynews@crazywisdom.net)

Kids in the Community contact: Nieka Apell (cwkidscolumn@crazywisdom.net)

Online Services

Free Listing on Crazy Wisdom's Online Holistic Resource Guide: Crazy Wisdom hosts www.annarborholistic.com, an online resource guide with 200 categories and over 500 listings, created to help people locate practitioners of holistic and alternative practices. Crazy Wisdom staff members regularly direct customers to www.annarborholistic.com for information on area practitioners. Visit www.annarborholistic.com and click on the "Add Your Business" box to fill out a form.

Crazy Wisdom Online Calendar & Weekly Email Newsletter: Community Room Events that are booked after the printing of the *Crazy Wisdom Community Journal* may still appear on our online calendar available on our website www.crazywisdom.net. Events listed on our online calendar also appear in our weekly email newsletter the week of the event and our in-store flyers the month of the event. The form is an online form that can be accessed by following the “Email Service, Community Room Rental and More” link on the home page of www.crazywisdom.net.

Crazy Wisdom Email Service: Crazy Wisdom hosts an email service with over 3,000 subscribers. For a fee, Crazy Wisdom will send an email, designed by you, to our email subscribers. Emails are sent within 4 days of receiving payment. Pricing information and procedure can be found by following the “Email Service, Community Room Rental and More” link on the home page of www.crazywisdom.net or by emailing Carol Karr at carol@crazywisdom.net.

Paid Advertising in the Crazy Wisdom Weekly Email: Every Monday, Crazy Wisdom sends an email to our over 3,000 email subscribers of events taking place at Crazy Wisdom that week. For a fee, you can have an ad appear in the weekly email once a month for three months. Pricing and procedure can be found by following the “Email Service, Community Room Rental and More” link on the home page of www.crazywisdom.net

Paid Full-Page Ads on www.crazywisdom.net: For a fee, you can have your own web page within www.crazywisdom.net. Pricing and procedure can be found by following the “Email Service, Community Room Rental and More” link on the home page of www.crazywisdom.net.

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