



**QUARTERLY UPDATE OF  
THE LEMOORE DISTRICT  
Media Announcements - 4th  
Quarter 2010**

**Television and radio ads  
promoting each event/activity**

(Ads to 4 or more separate agencies  
required for each event)

**Name & Date(s) of Event:**

Holiday Stroll - Nov. 13, 2010

Holiday Stroll, Tree Raising, Christmas  
Parade and Breakfast with Santa

Tree Raising

promoting local businesses and  
CHAMBER events

**Article Topic:**

Holiday Stroll

Tree Raising

Christmas Parade & Breakfast with  
Santa

**Community Calendar** listing local  
events/activities in regional

**Month(s) Published:**

Submitted information Oct., 15, 19, Nov.,  
Nov. 3, 10, 20 & 24th

**Television & Radio Station Names:**

Oct. 15, 2010 Submitted Press Release to a number of TV,  
Radio, and Newspapers. See my media list attached

Oct. 19, 2010 Press Release for all upcoming events to be added  
to their "Community Calendar" section/website, etc.

Nov. 24, 2010 sent Press Release to my "Media Contacts"  
On the Event Date - Sunday, 11/28/10 we had TV Stations  
21 and 24 both doing live broadcasts. Channel 21 did a number of interviews.

**Newspaper Name:**

Hanford Sentinel & Fresno Bee & additional Media

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Hanford Sentinel & Fresno Bee & additional Media

**Total  
Number of  
Ads**

**Copies & Proof Attached**

**Total  
Articles**

**Copies & Proof Attached**

**Total**

**Copies & Proof Attached**

see emails

see emails

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