



SF Frozen Film Festival: Some PR Possibilities

Dear SF Frozen Film Festival Filmmaker,

To best publicize your film, write a one page press release about it and send it to local media, nonprofits, and related groups. Writing about why S.F. Bay Area residents would be extremely interested in the film helps your chances in having it featured. Look up press releases on the internet if you do not have one yet. They are simple to write and very affective. Then email the release in the body of an email to the following possible areas. Below are a few contacts in the SF Bay Area to get you started. We advise sending as many as possible to as many different groups and publication that you can for best results.

Possibilities	Function	Name Contact	Email Contact	Phone Number	Website
The Ark (Tiburon, Strawberry, Belvedere)	calendar editor	Diana Goodman	calendar@thearknewspaper.com		
Associated Press (AP) San Francisco California	Editor	Tim Reiterman	info@ap.org	(415) 495-1708 Main	http://www.ap.org/pages/contact/contact_pr.html
Bay Area Reporter (Gay, Lesbian, Bisexual, Transgender Communities)	Arts Editor	Roberto Friedman	r.friedman@ebar.com	events@ebar.com	
Boulevards City Guide Network	City Sales Manager	Greg Duncan	greg@boulevards.com	415-676-8510	
Boulevards City Guide Network		Vincent Archeluta	vince@blvds.com		

The Campanil (Mills College Newspaper)			eic@thecampanil.com		
Castro Courier	Publisher	Andy Sywak	castrocourier@gmail.com	415-682-4258	www.castrocourier.com
Curve Magazine	Editor in Chief	Merryn Jones	merryn@curvemag.com		http://www.curvemag.com/Curve-Magazine/Contact-Us/
Daily Californian (Cal Berkeley Paper)	Arts & Entertainment Editor	Louis Peitzman	arts@dailycal.org		http://www.metroactive.com/contact/metro-calendar.html
Daily Californian (Cal Berkeley Paper)	Managing Editor	Tamara Bartlett	managing@dailycal.org		
East Bay Express	Editor	Stephen Buel	Editor@eastbayexpress.com		
Flavorpill (Send at least two weeks prior)			sf_events@flavorpill.com		
Golden Gate Xpress (SF State)	SAN FRAN STATE UNIVERSITY PAPER	Erin Dage, "city editor"	erindage@mail.sfsu.edu		
Guardsman (City College in SF)			http://theguardman.com/contact-us/		
The Ingleside Light			publisher@inglesidelight.com		
Inside Film Magazine	Editor-in-Chief	Susan Royal	editor@insidefilm.com		http://www.insidefilm.com/
Inside Bay Area	arts and entertainment editor	Randy McMullen	rmcmullen@bayareanewsgroup.com	more contact info: http://www.insidebayarea.com/contactinfo/	
Irish Herald	Managing Editor	John J. Gallagher	editor@irish-herald.com		
J (Jewish Weekly)			http://www.jweekly.com/contact/staff/5753/george/		
KALW FM 91.7 (NPR)	KALW News Director	Holly Kernan	equipo8@pacbell.net		

					http://www.kcbs.com/pages/9577.php?tag=divDisplay_form110648Frm;form110648Frm
KCBS AM 740 CBS San Francisco	Director	Ed Cavagnaro			
KPOO FM 89.5	News/Press		news@kpoo.com		
KQED	Public Radio "Forum"		forum@kqed.org		
KQED	Radio News		assignmentdesk@kqed.org		
KQED	Public Radio Community Calendar		psa@kqed.org		
KQED	Calendar listings		mlee@kqed.org		
KRON 4			4listens@kron4.com		
KUSF Entertainment Calendar	Miranda Morris	mrmorris@usfca.edu	kusf@usfca.edu		
KZSU News			news@kzsu.stanford.edu		
KZSU Station	Music Director	Michael Howes	music@kzsu.stanford.edu		
Laney Tower		Laney College Newspaper	laneytower@peralta.edu		
Marina Times	Lynette Majer, Arts + Entertainment		lynette@marinatimes.com		
Marin Independent Journal	Nick Bensen; 415-382-7282. events.marinij.com		localnews@marinij.com		
Marin Scope	office manager	Jennifer Bouchard	office@marinscope.com	415-892-1516 X11	
Mission Dispatch			missiondispatch@yahoo.com		
MAXIMUM ROCK'N'ROLL			mrr@maximumrocknroll.com		
Media Alliance		Tracy Rosenberg	tracy@media-alliance.org	(510) 684-6853	
The New Fillmore			editors@newfillmore.com		

Nob Hill Gazette	submit event on the 15th the month before the event		shara@nobhillgazette.com		
North Gate News Online (TO DO)	UC Berkeley				http://journalism.berkeley.edu/contact/henry/
Pacific Sun			letters@pacificsun.com	(415) 485-6700	
Passport Magazine (gay travel magazine)	Editors		editor@passportmagazine.net		http://www.passportmagazine.com/contactus.php
The Post News Group			brendahudsonoo@aol.com		
El Reportero		Marvin Ramirez	lreportero@aol.com		
Sactown Magazine	Editors		editors@sactownmag.com	916-441-4747	http://www.sactownmag.com/contact.php
San Diego Magazine	Editor	arts- laurien, events-bethany	laurien@sandiegomagazine.com	619-230-9292	http://www.sandiegomagazine.com/media/San-Diego-Magazine/About-Us/Contact-Us/
San Francisco Bay View		Mary Ratcliff	editor@sfbayview.com		
San Francisco Business Times			sanfrancisco@bizjournals.com	415-989-2522	
San Francisco Examiner	Feature Reporter	Christina	christina_troup@yahoo.com	(415) 794-6268	

San Francisco Foghorn (University)	Editor in Chief	Madeline Vanden Branden	editorinchief@sffoghorn.info		
San Francisco Foghorn (University)	Managing Editor	Danielle Magee	managing@sffoghorn.info		
SF Funcheap					
San Francisco Mag.			http://www.modernluxury.com/san-francisco/contact		
San Francisco Observer	Music/Film	Mike Billings	mikeb@sobserver.com		
San Francisco Observer	Film	Eugenie Russell	eugenie@sobserver.com		
San Francisco Peninsula Press Club			sfpen-pressclub@sbcglobal.net		
San Francisco Arts Monthly			sfam@sbcglobal.net		
SF Arts Monthly		Margo	LotE@aol.com		
SFarts.org		Sura Wood	Wood0855@aol.com		
Screen DAILY	US editor	Jeremy Kay		323 655 6087	http://www.screendaily.com/home/contact-us/
Section M Magazine			michael@sectionm.com		
SF Chronicle	Datebook Section		datebook@sfchronicle.com		
SF Chronicle	Metro News Desk		metrodesk@sfchronicle.com		
SF Chronicle	Datebook & Style Writer	Tony Bravo	tbravo@sfchronicle.com		
SF Chronicle	Editor in Chief	Audrey Cooper	acooper@sfchronicle.com		
SF Chronicle	Art Critic	Charles Desmarais	cdesmarais@sfchronicle.com		
SF Chronicle	Metro Reporter	JK Dineen	jdineen@sfchronicle.com		
SF Chronicle	Assistant Metro Editor	Suzanne Espinosa Solis	sespinosa@sfchronicle.com		
SF Chronicle	Arts & Entertainment Editor	Leba Hertz	lhertz@sfchronicle.com		
SF Chronicle	Online Producer, Features	Kimberly Chua	kchua@sfchronicle.com		

SF Chronicle	Arts & Entertainment Writer	Ryan Kost	rkost@sfchronicle.com		
SF Chronicle	Film Critic	Mick LaSalle	mlasalle@sfchronicle.com		
SF Chronicle	Arts Content Editor	Mendoza	mmendoza@sfchronicle.com		
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SF Chronicle	Submissions need to be received three weeks before date of publication for the Pink section, 96 Hours and daily Datebook.		listings@sfchronicle.com		
SF Chronicle's General Listing	nightlife@sfchronicle.com	art@sfchronicle.com	listingsphotos@sfchronicle.com	events@sfchronicle.com	See: http://www.sfgate.com/feedback/eguide.html
SF Commissioners:	arthurread@att.net	c_olague@yahoo.com	wordweaver21@aol.com	bill.lee@flysfo.com	
SF Herald			editors@sferald.com		
SF Station	Managing Editor	Matt Crawford	matt@sfstation.com	chris@sfstation.com	
SF Station	Site Manager	Greg Duncan	greg@sfstation.com	415-676-8510	
SF Weekly	Calendar Editor	Leaverton	Michael.Leaverton@sfweekly.com		
SF360.org	Editor	Susan Gerhard	susanger@gmail.com		
Silicon Valley Daily	Editor	Joseph Shieh	svdaily@hotmail.com		
Slant	Editor	Keith Uhlich	keith@slantmagazine.com		http://www.slantmagazine.com/staff/
The Contra Costa Times	local news, sam richards, srichards@bayareanewsgroup.com	Executive Director, Dave Butler, dbutler@bayareanewsgroup.com			
The Immigrant Magazine Inc.			publisher@immigrantmagazine.com		http://www.immigrantmagazine.com/
El Tecolote (Mission district, Latino community)	Alfonzo Texidor, calendar editor calendario@eltecolote.org	Jocelyn Tabacay Duffy	jocelyn@eltecolote.org		

The Oakland Tribune		Pam Turntine	pturntine@bayareanewsgroup.com	(510) 208-6432	
The San Francisco Bay Guardian			arts@sfbg.com	http://www.sfbg.com/masthead	
The Skyline View	Skyline College		theskylineview@gmail.com		
The Squid List- San Francisco Bay Area Art, Culture & Technology Events	Submit your film showing as an event		squidlist@laughingsquid.com		
Sunset Beacon/Richmond Review	deadline for calendar submissions is the 24th the month prior	Paul Kozakiewicz	editor@sfrichmondreview.com		
Tri-Valley Herald/ The San Mateo County Times/ The Oakland Tribune	Preview's Weekly Entertainment Guide - Items should be submitted at least three weeks before the event takes place.	Jim Harrington	jarrington@bayareanewsgroup.com		
UC Los Angeles Design Media Arts	Experimental Digital Arts (EDA) Technical Director	Gareth Walsh	gwash@arts.ucla.edu	(310) 206-1285	
UC Santa Cruz	Film & Digital Media Department		film@ucsc.edu	(831) 459-3204	http://film.ucsc.edu/contact
UCSF Synapse (University Paper)			synapse@ucsf.edu		
University of California, Santa Barbara. Film and Media Studies	Film & Website Manager	Dana Welch	welch@filmandmedia.ucsb.edu	(805) 893-5867	http://www.filmandmedia.ucsb.edu/people/staff/danaw.html
University of California, Santa Barbara. Media Arts and Technology Graduate Program			mat-info@mat.ucsb.edu	(805) 893-5244	http://www.mat.ucsb.edu/contact.php

USA Today Magazine			infousa@usatodaymagazine.net	(866) 872-6241	http://www.usatodaymagazine.net/
USC Interactive Media Division			usc_interactive@cinema.usc.edu		http://interactive.usc.edu/contact/
Variety	General PR		news@variety.com		
Western Edition			editor@thewesternedition.com		
Westside Observer		Doug Comstock	editor@westsideobserver.com		
Wikimedia-SF mailing list			Wikimedia-SF@lists.wikimedia.org		https://lists.wikimedia.org/mailman/listinfo/wikimedia-sf

Bay City News Wire

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Our Work & Purpose

The San Francisco Frozen Film Festival (SFFFF) is a Nonprofit 501 (c)(3) organization founded in 2006 that is dedicated to creating avenues for independent filmmakers, youth, filmmakers of conscience, and artists from underserved communities to come together and exhibit their work to the widest possible audience.

The SFFFF is held every summer in the heart of the Mission district in San Francisco at the Roxie Theatre. Filmmakers whose work is accepted into the festival are invited to come to the city by the bay in the dead of summer to screen and discuss their work.

In addition to our annual international film festival, the SFFFF Youth Program is specifically focused on demonstrating to underserved youth that existing pathways do exist to help them find a career in the film arts. SFFFF holds annual music and art performances, as well as youth programming and awards presentations.

frozenfilmfestival.com