

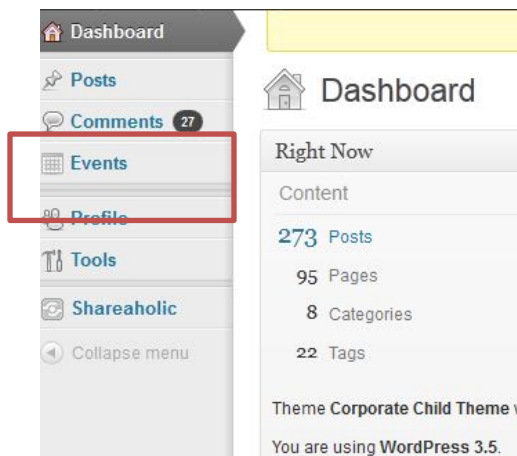
## CAMEO Communications Benefits for Members

For members in good standing, CAMEO has two communications benefits for you this year: a new events calendar and a press release distribution service. Send any communications inquiries to Heidi Pickman, Communications Director [hpickman@microbiz.org](mailto:hpickman@microbiz.org) or 415-992-4484.

### 1. Events Calendar

New starting this year, we are opening up our online calendar to our members to enter their events and classes.

Go to: <http://www.microbiz.org/wp-login.php>  
username: CAMEOMEMBER  
password: goMicro275



Go to the Events tab on the upper left hand side (see above photo)

Add New

Fill out all fields that have boxes (Name, Date, Time, Location, Details, External Link)

Check box in front of 'CAMEO Member Event' on right hand side next to the Event Name (see below)

A screenshot of the 'Add New Event' form in WordPress. The form has several input fields: 'Name' (with a placeholder 'The event name. Example: Birthday party'), 'Event date' (with a placeholder 'The event date. When not recurring, this event spans between the beginning and end date.'), and 'Event time'. On the right side, there is a 'Category' dropdown menu with a red box around it, containing three options: 'CAMEO Member Event' (selected), 'CAMEO Speaking Event', and 'CAMEO in Action Event'. Below the category menu is a 'Recurrence' section with a checkbox and the text 'Check if your event happens more than once according to a regular pattern'.

Hit Submit

Send me an email saying that you have submitted an event. I will approve it. Voila.

## 2. We continue to offer a press release distribution service.

Benefits: Increased awareness from the public and media, increased web traffic, more calls from reporters; articles published, e.g. ANewAmerica used the service and had a piece in the *SF Chronicle* as a result.

Costs: The regular cost is \$250 for 400 words, with an additional cost for more words. Through CAMEO, it's \$75 for one, \$200 for 3. No expiration as long as CAMEO is a subscriber of this service.

### Process

- 48 hours before you want to send out a release, email Heidi Pickman @ [hpickman@microbiz.org](mailto:hpickman@microbiz.org) to make sure that your desired send date is available.
- Go to <http://bit.ly/comeobene> to 'order' your press release(s).
- Fill out the *Press Release Request Form* (attached and available electronically) and send to Heidi on the morning of release date or early afternoon the day before if you want it to go in the morning (suggestion is to send it in the morning, 6:00am).
- I may have a couple of suggested edits for better pick up and search results.
- I will send you a preview of your press release that you will okay.
- After I submit the press release to the service, I will send you text of an email that you will need to send to the 'editors', basically, it gives me the authority to send this news out for your organization. This needs to be done only once every two years.
- I will send a link when posted.
- I will send stats after 1 week.

In order to take advantage of these benefits, we ask that you:

1. Link to the CAMEO website on an appropriate place on your website. Find the code at the bottom of this webpage:  
<http://www.microbiz.org/programs/comeo-resources/communications-resources/>
2. If you're into Twitter, follow CAMEO @HeidiMicro
3. And of course, 'like' MicroBizCA on Facebook:  
<https://www.facebook.com/MicroBizCA>
4. Follow our stream of micro-business articles: <http://www.scoop.it/t/micro-business-1>

It's a two-way street; CAMEO's happy to engage in your efforts to the extent that time allows. Please let us know how to connect if we're not connected. Also, if you are a new member and have a YouTube channel, make sure we know about it.