

CSADA JOB DESCRIPTIONS

Publicity Committee

Revised 5/18/2014

PURPOSE:

The purpose of the Publicity Committee is to promote the endeavors of CSADA via the press; writing and circulating press releases that have been approved by the Show Committee and arranging interviews with interested members of the press. The Publicity Committee is separate from the Advertising Committee.

AUGUST OF EACH YEAR:

Place listings in free annual events guides such as New England Antiques Journal's "**Annual Antiques Event Calendar**". (Maureen Little, our Adv. Chairman, handles Maine Antique Digest's Annual Guide, for which there is a charge.)

Contact St. Charles Convention and Visitors Bureau, providing dates and times of next year's shows.

Check Kane County Fairgrounds' website to be certain they have listed our events properly. (They take the initiative to create the listing themselves, but there are usually errors.)

THREE MONTHS IN ADVANCE OF EACH SHOW:

Obtain theme of upcoming show from the Show Committee and write a press release focusing on the theme.

Urge members to provide new, interesting photos to accompany our press releases. (We are usually scrambling for these.)

E-mail Calendar-of-Events contacts with basic show information.

Send pre-approved press release to magazines such as Early American Life.

Contact key press personnel who have given us coverage previously. Ask them to set a date about 4 weeks in advance of the show for an interview with one or more of our dealers. (Most recently Donna Finegan has been contacting the Daily Herald herself.)

TWO MONTHS IN ADVANCE OF EACH SHOW:

Send pre-approved press release to monthly antiques trade papers like Maine Antique Digest.

4 TO 6 WEEKS IN ADVANCE OF EACH SHOW:

Follow up with key press contacts on interview dates. (See above under "Three Months . . .")

4 WEEKS IN ADVANCE OF EACH SHOW:

Subscribe to Constant Contact for 30 days. Send a newsletter to our customer email list using Constant Contact templates. By subscribing a month before the show, we can email them once now and again with a reminder 10 days before the show. **IMPORTANT:** Remember to cancel Constant Contact before the 30 days are up; otherwise, we will automatically be billed for another month.

3 WEEKS IN ADVANCE OF EACH SHOW:

Send pre-approved press release to daily newspapers.

Send pre-approved press release to our customer e-mail list.

10 DAYS IN ADVANCE OF EACH SHOW:

Send Constant Contact reminder to our customer e-mail (see "4 Weeks in Advance of Each Show")

DURING SHOW

Post publicity on the kitchen wall during each show. After the show, remove the advertising and send it to the CSADA Historian. If at all possible, take publicity photos and videos during the show.

Publicity Chairman shall maintain a customer email list with addresses gleaned from Gift Certificate Drawing entries. It is the Publicity Chairman's job to supply the drawing box, signage, entry forms, pens and a tablecloth for each show. A table can be drawn from the fairgrounds stock. The Publicity Chairman shall set up and take down the display and check on it periodically to be certain everything is in order.

After the show, once the Publicity Chairman is finished recording new email addresses, two \$50 Gift Certificate winners should be chosen & notified before the next show. Finally, all entries should be given to Steve Reid so snail mail addresses can be added to the CSADA mailing list.

NOTES:

The Publicity Committee, aside from promoting the two antiques shows, will also write press releases regarding other significant events, such as the awarding of CSADA grants.

A list of press contacts has been assembled for our continued use.

Work closely with the Show Committee Chairman.

At our meetings report to our members about any publicity that's been received.

~~Oversee Yahoo Keyword Search advertising. Dropped~~