

Publicity Job Description

The primary goal of Publicity is to attract attendees to our show. We do this via local media be it print, radio or TV, posters and postcards, press kits, the Internet. We also network with the quilting community in our region, via NCQC and the individual quilt guilds, and cover various businesses, professionals and retail establishments in the area with our promotional materials. We have provided a timeline on when to perform particular tasks in this regard. That said, things change from one year to the next and the current Publicity Chair should look with a fresh eye to new ideas and opportunities for exposure.

Visual representation is key to Quilt Show Publicity, therefore it is highly recommended that the Publicity Chair work with the Quilt Show Chairs and Graphics Coordinator to develop a “style” for visual materials i.e. posters, postcards, ads, etc. These materials must contain the most pertinent information (and refer to the website for additional info) and present it in a simple, artistic way. The words “Quilt Show” or “Quilts” should be prominent. Any “theme” should be secondary, smaller print and is unnecessary on the calendar listings.

Because the Live Auction generates a big portion of the Quilt Show revenue, it is important to promote it equally with the Quilt Show itself. This is most easily done by including the words “and Auction” next to “Quilt Show” on the promotional materials.

The Publicity Chair should also be working hand in hand with the web manager in charge of the Quilt Show page. All publicity materials refer to the website for “further information” and we must provide that information on the web page. The page itself should be designed for the benefit of the general public, with tabs for quilt show business and forms. The primary purpose of the Quilt Show web page should be to entice and invite the public to our show.

It is essential to develop a strong relationship with the press. This may take some perseverance, but once you get “in” with them, the reporters are happy to come out and cover our show. Try to get articles published a week before the show, and again on Friday or Saturday morning of the show, as articles published after the show are next to useless. Follow up after the show. A hand written thank-you card goes a long way. We have provided a list of some of our best contacts.

We have learned the hard way that misinformation can easily be obtained over the Internet through cached material on search engines, which can include outdated admission prices. This has already happened and resulted in disappointment and anger at the admission gate. To avoid this happening in the future, the admission price should be listed with the current date/year. Example: “2016 admission price is \$10” on all promotional materials.

In 2014 we started putting up Lawn Signs, and this year 2015 we created a few larger road signs for strategic intersections. The Publicity Chair and the Signage Chair coordinate the set up and take down of the these signs. Most lawn signs are up by the individual guild members. These signs can all be reused year after year by simply having date-change stickers printed to affix to the sings (see sample in binder).

It’s difficult to know just which strategies bring the people to our show. We’ve included a survey of Auction bidders from 2014, which may be telling. Refer to SURVEY in the binder.

Updated 4-2015 Sandy Helin