



Guidelines for Publicizing Quilting Events.

NEWSPAPERS AND MAGAZINES

News Release Format

- Double spaced typed copy on 8 x 11 white bond paper
- Use one side only
- Wide margins
- Keep paragraphs short
- Upper left corner, group name, publicity chairman's name, address and phone number
- Date right hand side
- Send editor original copy – keep a copy for reference
- Always include who, what, when, where, why, in lead paragraph (2 sentences at most)

PREPARATION FOR MAILING

- Fold with typed side out, headline copy facing envelope flap

WHERE TO SEND RELEASE

- Women's page or family page editor, local newspapers and magazines
- Entertainment editor
- For small community papers, to managing editor

PRESS COVERAGE

Make a list of names, addresses and telephone numbers of local papers

Obtain specific editors names by telephoning papers

Invite press representatives

Send out invitations three- four weeks in advance of event

Include a self addressed stamped RSVP

TICKETS

If tickets are involved, do not send with invitation

Send tickets to affirmative replies

Include map with exact directions to event

RADIO AND TELEVISION

Enlist the aid of a public spirited broadcaster as advisor

Compile list of station contacts by calling program department

FORMAT FOR COPY

- Double spaced typed copy on 8 x 11 white bond paper
- Use one side only
- Upper left corner, group name, publicity chairman's name, address and phone number
- Center heading to read "20 SECOND SPOT ANNOUNCEMENT" (20 sec spot has 50 words)
- Deliver in person, if possible to the public service director
- Tuck a couple of quilts under your arm to create interest
- Send to community bulletin board of local stations

TIMETABLE FOR PUBLICING A MAJOR EVENT

ONE YEAR PRIOR TO EVENT

- Choose committee
- Design logo, theme, slogan, poster
- Send information to magazines and guild newsletters

EIGHT MONTHS

- Prepare stationary
- Compile press list – newspaper, television and radio
- Begin planning kick-off event
- Plan exhibit
- Approach area magazines for feature stories

THREE – FOUR MONTHS

- Approach stores for display windows

TWO MONTHS

- Send letters to radio and television producers asking for on air interviews
- Give follow-up call one week later
- Prepare spot announcements

SIX WEEKS

- Send press release to newspapers

THREE – FOUR WEEKS

- Send confirming letters, enclosing fact sheet, for all scheduled radio and television interviews to program director
- Send public service announcements to radio and television stations
- Flyers to stores for counter display
- Ads in newspapers
- Personally hand posters or flyers to guild members at guild meeting prior to show, ask them to distribute to their friends.

THREE – FOUR WEEKS

- Send letter and RSVP cards to press to invite them to attend
- Attend each interview with spokesperson
- Obtain photographer to cover event
- Present tickets to VIP's
- Have someone scan papers and magazine and clip pertinent stories

DAY OF EVENT

- Set aside area for photos
- Publicity chairman should be available to meet press at entrance

DAY AFTER

- Send press release to selected papers and quilt magazines along with pictures and clippings.

WEEK AFTER

- Send thank-you notes to all who assisted you
- Write report of your activities before during and after event.