

PUBLICITY CHAIR

NAME Office

Bills for any special *Gazette* advertising

Expenditures

Advertising and Publicity

This covers all the advertising conducted for the Convention/Houseparty – could include fliers, local newspapers ads, regional newsletters, direct mail, etc. The Convention/Houseparty is expected to advertise in the *Gazette* for three free half-page ads. **This money is to be used for advertising and publicity only. No amount of this line item shall be used to offset other Convention/Houseparty expenses.**

Important Requirements

Press access to Convention/Houseparty

- ❖ **The press will be granted access to the Sales Room, the Exhibit Room or other approved function at no cost for all Conventions and Houseparties. This includes members of the press that are full time staff writers, editors, and photographers of recognized magazines, newspapers, radio, and television stations.**
- ❖ **Press admittance does not include any other personal expenses, which would be the responsibility of the individuals. In addition, it does not include any other Convention/Houseparty events or Convention/Houseparty gifts.**
- ❖ **Using a press pass entitles them to a press packet, press badge and admission into the specified areas. If members of the press are also members of NAME and wish to partake in all of the Convention/Houseparty activities, they would be responsible for the full registration fee and are subject to all registration regulations.**
- ❖ **Press access into the sales room and exhibit room, allows them to gather information on a first hand basis to photograph and write well-informed articles. NAME encourages press members to visit our Conventions/Houseparties. This also gives NAME dealers/artisans more exposure to be featured in press publications. In turn, it gives the general membership a chance to have their exhibits viewed by the press and used in a publication. Increased news coverage gives non-NAME miniaturists more information about our national organization and the advantages of becoming a NAME member.**

Gazette Information:

- I. Along with your Hosting Chair, design the promotional ad that will appear in the *Gazette*. Some Conventions/Houseparties hire someone to do the artwork for flyers, etc. This needs to be developed one to two years prior to the Convention/Houseparty. Check previous *Gazette*'s for articles published by former Convention/Houseparty Steering Committees. Some articles focus on the city where the Convention/Houseparty will take place. This should appear during the year prior to the Convention/Houseparty. Use your logo on all *Gazette* advertisements.

- II. Check the *Gazette* for deadlines, keeping in mind the registration opening date.
 - A. Check *Gazette* requirements for ads and deadlines. The *Gazette* mailing can take 30 days after published mailing date. Plan ahead – allow members time to be creative – PLAN AHEAD!
- III. A listing in the Bulletin Board section should request pre-convention and registered workshop instructors, dealers, and theme luncheon speakers. Include name and address and phone number of each chair involved.
- IV. A Convention/Houseparty deadline listing should be printed one year or more preceding your event.
- V. A calendar listing as far before your Convention/Houseparty as possible should be submitted to the *Gazette*. See the end of the *Gazette* for format.

Web Site Information:

- I. The following tasks will add increased exposure of the Convention/Houseparty on the NAME web site. By submitting these items in a timely fashion, both NAME members and non-members will have the opportunity to see everything a Convention/Houseparty has to offer prior to the opening of registration. This will serve as an enticement to register for the Convention/Houseparty and attract non-members to join in our fun.
- II. All submissions should be submitted electronically via direct email or as an email attachment. All items should be sent to the NAME Webmaster.
- III. Publicity Chair: The following items should be provided:
 - A. A general article for the Convention/Houseparty main page. Writing more about the highlights of planned Convention/Houseparty activities is usually better than travelogue type information. Any “special” local attraction information is welcomed. The length of the article is best at about one screen of text. If it is too long it loses the web surfers interest.
 - B. An electronic copy of the Convention/Houseparty logo via email or a clear copy sent by regular mail is needed. Color is preferable.
 - C. List your Convention/Houseparty theme with location and dates.
 - D. Provide a complete list of steering committee members with addresses, phone numbers and email addresses. Do not list anyone you do not want posted.
 - E. List any hotel information you want to include...facilities, directions, etc.
 - F. Include in the *Gazette* articles the URL of the Convention/Houseparty web pages. Check with the webmaster for the exact URL.
- IV. Workshop Chair: The following items need to be sent when workshops are selected. Changes due to subsequent cancellations will be made as they occur. The prime goal is to get the list online *before* registration opens.
 - A. Submit a complete list of pre-convention workshops. This would be in a format similar to what would be placed in the souvenir book. Information would include a brief description, teacher(s), scale, length of class, day(s) of class, maximum number of students, skill level, cost (final cost after NAME per capita fee has been added).
 - B. Assuming all workshops are pre-registered through the NAME Office means that *registered* workshops will now be selected before registration opens.
 - C. If someone on the local committee has scanning capability, send via email or on a

- disk, an uncompressed high quality scan of workshop photos/line drawings submitted by workshop applicant. Otherwise send the original photos/drawings via regular mail. They will be returned once they are placed online.
- V. Theme Luncheon Chair (if applicable): The following items need to be sent when theme luncheons are selected. Changes due to cancellations will be made as they occur. The prime goal is to place the list online **before** registration opens.
 - A. Submit a complete list of theme luncheons including a brief description, luncheon host, maximum number of attendees and cost.
 - VI. Tours Chair (if applicable): The following information needs to be sent when tours are selected. Changes due to cancellations will be made as they occur. The prime goal is to get the list online **before** registration opens.
 - A. Submit a complete list of tours including a brief description, length of tour, day of tour, tour host, maximum number of attendees and cost.
 - VII. Hosting Chair: Submit anything that would add an attraction to the Convention/Houseparty
 - A. NAME Webmaster: The Webmaster will select a background image/color scheme appropriate to the Convention/Houseparty theme and suitable for web pages. Links will be created from the appropriate NAME pages to the Convention/Houseparty pages.
 - B. The Webmaster will work with all Convention/Houseparty committees to insure timely and accurate Convention/Houseparty information is published on the NAME web site.

NAME Public Relations Handbook

- I. Communicating the NAME story is much more than simply publicizing a single event or occasion. Use the handbook to guide you in your public relations efforts.
- II. The handbook will provide you with a timetable and examples of news releases. NOTE: The handbook is a separate document that supports all public relations actions of NAME. Contact the office if you do not receive a copy.

Public Service Announcements (PSAs)

- III. Radio and television station may air materials sent by non-profit organizations. Check the NAME Public Relations Handbook for a summary of PSA information.
- IV. NAME has a series of PSAs that can be made available to you. They can be adapted so that your Convention/Houseparty information is included. Contact the NAME Office.

Magazine Advertising

- I. Check the Calendar listings in the miniature magazines. Many times you can put an announcement on the calendar free of charge. The announcement must be written as you see others listed in the magazine. Each magazine's requirements are different so read through their calendar listings when formatting your submission. Instructions are given in the magazines for making a submission. They do not guarantee that the listing will be added and usually require a minimum of 6 months notice.
- II. NAME purchases an ad in Miniature Collector each year for the National

Convention. The cost is usually \$250.00 and comes out of the Publicity budget line item. Miniature Collector will contact the chairman or the NAME office in February or March regarding the ad. You will provide them with a list of the dealers (the same sheet that is placed online and in the packet) along with a small ad for public day. (Feb 2017)

Miniature Shops

Many miniature shops are supportive of NAME and will allow you to place posters or flyers in their store. Please get the owner's approval before placing posters or flyers in their shops.

After the Convention/Houseparty

- I. Submit a written summary with recommendations to the Hosting Chair.

This Manual contains sample Time Lines which would be beneficial to the Publicity Chair.