

## Publicity/Public Outreach Strategy Ideas

1. Designate a publicity chair for each project/event. This helps to keep the ideas fresh and does not overwhelm one person with meeting the targets, deadlines, and myriad of releases for the all the society's projects and events. A designated publicity person per project/event helps to keep the information accurate and relevant. It is difficult for one person to cover all the bases for our numerous events. Note: Publicity needs multiple talents: copywriting, graphic design, photography, and public speaking. Thus, a team approach might be considered to utilize personnel who have specific skills to meet particular needs.
2. Create a media source list for publicity in order to target our releases to saturate our market/audience area. Update this list to reflect the frequent changes that occur.
3. \* Make our information team aware of any exclusive agreements the SWFSS has with any publication or television station so we do not compromise an agreement.
4. Coordinate efforts with the Symphony Office to work with Mary Larkin, the Marketing Director. She will support our efforts with information on the website and additional releases to the media. First line of contact is Amy Padilla, Acting Executive Director.
5. Resource: Sue Matthews is our talented Information Specialist who offers vital support with e-blasts and pictures.

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