

States Quilting Association

olicies and Procedures

Publicity Chair

Policy Statement

The Publicity Chair shall publicize all GSQA related activities with as much media coverage as possible in local outlets. Be alert to all opportunities to publicize and promote GSQA.

Procedures/Standards and Roles & Responsibilities:

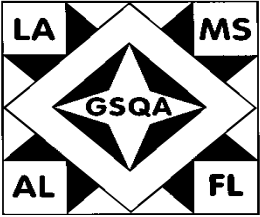
1. Take pictures at quarterly meetings, education events, and other GSQA gatherings.
2. Maintain updated list of press contacts and submission guidelines for area, regional and national publications, radio and television stations.
3. Be aware of any established deadlines for submitting information for publication and preferred method of submission.
4. Utilize list of quilting and sewing-related shops in the GSQA area and established points-of-contact.
5. Utilize guild list and established points-of-contact.
6. Keep abreast of developing electronic outlets.
7. Prepare and submit press releases, including photos, to appropriate outlets for GSQA activities, requesting special coverage in area publications for special events.
8. Prepare and distribute publicity materials, i.e. flyers, posters, bookmarks, postcards, etc.
9. Work with newsletter editor, media director, and Facebook liaison to harmonize distribution of information about GSQA activities in a timely and effective manner.

Policy History

Original Date: 2014

Revised: January 2015

Approved: Mar 3, 2015



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10. Work with board to establish a timeline and budget for major publicity events, such as seminar and quilt show.
11. Keep a current file of all publicity instruments and clippings to pass on to the next chair person.

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