

Publicity Chairperson

Revised May 2012

1. Place advertisements and/or news releases in local papers.
 - a. announcing the entry closing date, Festival events, the availability of Syllabus and entry forms
 - b. in cooperation with the Friends of the Festival Chairman, for the solicitation of funds.
 - c. In cooperation with the Volunteer Coordinator, for recruiting volunteers for Festival week.
2. If applicable publicize workshop information in advertisements and news releases and by other means as requested.
2. If the Festival Committee wishes to publish a newsletter, ensure that the Festival Newsletter is prepared and distributed to each teacher who had a student entered in the previous year's Festival, and to each entrant who did not indicate a teacher's name. This is done in consultation with the Festival Secretary and Computer operator. Teacher information is stored in the Computer Operator's files. Newsletters are emailed where possible.
 - a. Distribute one issue of the Newsletter when the Syllabus becomes available and a second issue shortly before the entry-closing date.
 - b. For school teachers within the Battle River Regional Division, use the Divisions' mail delivery service at Central Office.
 - c. For Separate school teachers, deliver to the 2 Camrose schools.
 - d. For Dance teachers, send 1 copy to each studio.
 - e. For other teachers and entrants, send to home addresses.
3. Obtain a biography of each adjudicator from the Adjudicator Coordinator for submission to local papers, unless the Adjudicator Coordinator chooses to submit these her/himself.
4. In January, arrange for the use of the free IGA, Richardson's Jewelry, Camrose Morning News, and/or other community advertisements (the sign at the Norseman Inn) for the week before Festival and/or the week of the Festival.
5. Contact the Camrose Booster in November to arrange for Front Page advertising the week before Festival.
6. Publicize "Festival Week at a Glance" in local paper(s).
7. Deliver a program to the "Booster" and the "Canadian", with an invitation to take pictures (nonflash) during the Festival and to report on Festival activities and to the Grand Concert.
8. Place "thank-you" ads in local papers after the Festival.
9. Maintain an accurate record of advertisements purchased, news releases printed, photos published, signboards used, and Festival week coverage in the papers.
10. When the Festival is over, bring any suggested changes in your job description to the attention of the Festival Secretary.
11. Present a written report to the annual meeting.
12. *The last 2 years I've also distributed posters (listing festival dates and where to get programs) to Camrose churches and to several businesses on main street.*