

BOARD OF DIRECTORS MEMBER'S ROLE ASSISTING WITH PUBLICITY

Holland Chorale

12/9/18

Doug Wachter

Goal is to provide publicity through print advertising, on-line advertising, social media exposure, radio ads and radio interviews for Chorale events, specifically concerts and fund raisers, while staying within the annual budget for publicity. (Publicity for the Tulip Time performance is managed by Tulip Time.)

Typical placements include:

- 3 print ads in the Holland Sentinel the week prior to each concert.
- A Press Release provided to the Holland Sentinel at least 10 days prior to the performance. Early submission of the Press Release provides a better opportunity to be included in the Sentinel's Sunday edition's Fab 5.
- Day sponsorship on WBLV, Blue Lake Radio.
- Artistic Director interview on WHTC radio and/or other local stations.
- Publicity on Facebook.

Ideally the board member responsible for the publicity budget can oversee a Chorale member, Chorale volunteer, and/or intern with publicity experience to assist that person(s) with publicity scheduling and budgeting.