

Westshore Quilters' Guild: Quilt Show Committee Job Descriptions

Advertising/Publicity Chair Duties

As head of this committee you will be expected to arrange for advertising space, contacts, magazines, newspapers, local neon signage, T.V., radio etc. You will arrange for the art work for the posters and all advertising art work, arrange to have posters/cards/bookmarks etc printed and distributed. You will work with the Pincushion committee to ensure the pincushions are distributed along with the quilt show advertising.

The Chair will:

1. Read all materials from past shows carefully. Liaise with previous Advertising Chair where possible.
2. Set and submit timelines for the advertising schedule.
3. Contact magazines, local signage, newspapers etc for their deadline schedules.
4. Gather information required for publicity. (Venue times, dates etc)
5. Have artwork available for publicity.
6. Write ads, news releases, stories etc.
7. Promote! Promote! Promote! Keep track of where publicity goes (bookmarks, posters, news articles, magazines, newspapers etc).
8. Contact media for coverage of show.
9. Submit publicity (posters, pincushions, etc) to quilt shops, provincial guilds, WA state guilds, CQA etc.
10. Submit itemized bills to show treasurer.
11. If not able to attend scheduled committee meetings, a report to the show chair must be sent in so quilt show committee can be informed of progress.
12. Submit a final report to show chair one week after show and hand in pertinent committee files and equipment.