

Job Description

Promotion and Advertising

This chairperson is responsible for press releases, an ad in GV News, sending a flyer to be posted at GVR centers and on E-boards, and contacting Jamie Verwys (jverwys@gvnews.com), art writer for GV News. Please note that the flyer is created by the Electronic Postcard/Flyer Chairperson.

1. About two months prior to the beginning of the exhibit, prepare a press release with all pertinent information (time and place of events, etc.).
2. Send the press release and images to Jamie for her to use in a subsequent article (Refer to [Attachment A](#) which is a press release example for the 2024 Annual Members' Spring Exhibit). Please note that the Exhibit and Promotion/Advertising chairs will have to come up with a "new hook" in order to gain the interest of the GV News and have the newspaper consider an article that is newsworthy after many years of telling the same story.
3. For the Briggs, send the press release to the editor of the Tubac Villager and the Arizona Star On-Line Calendar. For Members Juried Art Competition and Annual Members Show send the press release to GVR Now! Newsletter.
4. About two months prior to the exhibit, obtain the electronic flyer from the Electronic Flyer chairperson.
5. For the Members Juried Art Competition and Annual Members Show, send the flyer about two months prior to the exhibit:
 - a. GVR Centers – 13 total need to be provided to Kathy Edwards, whose office is at GVR's Service Center. She will get them posted at each of the GVR centers.
 - b. In addition, provide a Landscape format flier to Kathy Edwards. She will get it displayed on E-Boards in the centers that have them.
6. About two months prior to the exhibit,
 - a. Post a flyer on SRAL Studio Bulletin Board
 - b. Send flyer to SRAL's website manager (refer to the SRAL Contact Information Page to obtain the manager's email address) to post on the SRAL's website and Eblast editor (refer to the SRAL Contact Information Page to obtain the manager's email address) to send out in an E-blast.
7. For the Members Juried Art Competition and Annual Members Show, send fliers and personal notes to GVR's Board of Directors, Club Liaison and CEO about six weeks before the exhibit.
8. Most importantly the exhibit information with a photo (which could be a small version of the electronic flyer) should be put in the GV News "What's Happening" column (this may be able to be done electronically at <https://www.gvnews.com/events/>). Many subscribers to the paper regularly scan these listings of daily events in Green Valley.
9. For the Members Juried Art Competition and Annual Members Show, under a new GVR policy, GVR clubs that have confirmed media will be attending their event should contact GVR Club Liaison Kathy Edwards at KathyE@gvrec.org as far as in advance as possible with the nature of the media visit, club visit, date, time, and location.

10. For the Members Juried Art Competition and Annual Members Show, submit a brief 50-75 word description of the exhibit, (include time, date and location, along with a contact name and their phone and/or email address) to Hotline@gvrec.org or BarbG@gvrec.org by **noon Wednesday**, the week prior to your event. Information about GVR's Hotline can be found at <https://www.gvrec.org/?s=hotline>.