ARKANSAS SYMPHONY ORCHESTRA GUILD

SYMPHONY DESIGNER HOUSE XXII – APRIL 18 – MAY 12 – 9 BELLA ROSA COURT

**PR PROJECTS TO DISCUSS WITH JODIE SPEARS/GLENN BUERKIN – MY LIVING PINK**

**Social Magazine/Npp Coordination**

Soiree – event dates and location previously sent to publication – Need follow-up to discuss possibility of feature in April issue.

AY Magazine – work with Jane Phillips on best way to request coverage in this magazine. Jane works there, is on the SDHXXII committee, and is incoming president of the ASO Guild. Cell 681-2422; email [phillipsjane4@gmail.com](mailto:phillipsjane4@gmail.com).

Inviting Arkansas – nothing has been done here.

Arkansas Life – Nothing has been done here.

Arkansas Dem-Gaz – We had a commitment from Rachel Chaney for a low profile feature on April 14 (Sunday prior to SDHXXII opening) but no follow up has been done with Cary Jenkins.

Syncweekly online and print

Arkansas Times – nothing has been done here.

Little Rock Family/Savvy Kids – especially the last party of the event – Teapots and Toasts/Mother’s Day Tea and Tour

Dailies/weeklies in Conway, Benton, Jacksonville, Hot Springs, Russellville, Fort Smith

**Social Media**

Finalizing graphic concepts for inclusion on website. Need to develop Twitter and Facebook presence. Is there an opportunity to do anything with designers or design presence on Pinterest?

What else?

**Broadcast Media**

Appearances by designers or party chairs on local morning/noon news/talk shows; KARK, KATV, KTHV, KLRT. Event promo/crawl/coverage on local early evening news broadcasts?

Interviews – Ann Nicholson? Mary Tweet / KUAR.

Does this type of event lend itself to remotecast? Party chairs have requested

Crawl/page for local access cable/channel 18.

**Printing**

Do you have relationships with local printers who may do invitation/announcement mailings on an in-kind or cost basis?

NOTES FROM 1/22 PR MEETING

At Home gets exclusive rights to publish designers and photos first

Girls’ Night Out is At Home’s party – don’t give to other mags

How to publicize 26 designers?