

Thoughts on publicity from previous ale committees:

Ann Arbor (1983) - About all we did here was to place announcements in the local newspapers and friendly radio stations, and we had good success. We were told, and experience bears out, that putting up posters is a waste of time, energy, and money.

Madison (1987) - 1) Try to have final dance schedules far enough in advance so that they can be printed on posters (writing it in later takes loads of time) and given in detail to the press (they might be more likely to print it). 2) Putting up posters takes a lot of time - getting permission from store owners, etc.; get a number of people involved. 3) Have a short, well designed news release, but don't count on all recipients using it. We got the best coverage in a weekly paper and a quarterly magazine; the morning and evening daily papers ignored our notices. 4) Personal contacts are, as usual, the best route to good publicity. 5) It is worth while calling TV stations at the last minute if prior arrangements have not been made. 6) Word of mouth is still best of all.

Ann Arbor (1988) - We listed the ale with the American Morris Newsletter and the Country Dance and Song Society (CDSS). Locally we put up flyers and were listed in the papers. This was a committee full of people with specific interests: maps-only, logo and t-shirts-only, signs-only, etc., and most of the actual publicity ended up being done by one person.

Beth's thoughts for 1990:

If we can get any black and white photos from the local teams, we should consider sending them with press releases to papers and magazines. A picture will bring in more people than anything else.

I have some addresses for newspapers and magazines at Tapestry (and deadlines).

We might want to consider the KSJN Morning Program (with a few of the musicians?) or KFAI's Java Jive show. Both have had folk musicians featured regularly enough to consider good bets. KSJN had morris dancers on the radio show once, but I've heard they have decided not to have dancers, just music, now.

Lisa Friedlander, Jim Kiehne, and Kate Eggerman are working on a design for the t-shirt, buttons, and a poster, if you decide you want one.

I think we should check into the local papers in any smaller towns we will be touring in - their papers are more likely to give us coverage I'd guess.

Check with me to get the contact for the coverage to be sent to the Girl Scouts. This is a part of our low rental agreement with them.

I've attached copies of a couple of the audience hand-outs that have been done in past years. You might also be able to use the Friedlander/Kiehne/Eggerman design here somehow.