

## **SGGEE Publicity Committee**

July 20, 2008

### **Responsibilities of the Publicity Committee:**

The Publicity Committee is responsible for promoting, publicizing and advertising SGGEE activities and the benefits of SGGEE membership to members, non-members, and other organizations using all available media. The overall objective is to create visibility and increase membership and participation in SGGEE.

In order to accomplish its goals, the Publicity Committee must coordinate its activities with all of the other Committees at SGGEE. The following provide significant input at various times during the year:

1. The Convention Committee Chairman
2. Local convention representative
3. The Journal Editor
4. The Website Committee Chairman
5. The Director assigned as Board Representative for the Publicity Committee

Specific goals of Publicity are:

- To increase membership and participation by raising the visibility of SGGEE in Canada, the United States and internationally. This includes establishing a network of regional publicity contacts when appropriate and encouraging the use of local press releases.
- To develop, design, distribute, and maintain a brochure/flyer/media package for members to make available or post at genealogy events, conventions, seminars they attend, genealogy libraries and other research facilities they visit.
- To assist all SGGEE committees in meeting their goals, contribute copy for the "News" section of the website to promote SGGEE and its work, announce research accomplishments, etc.
- With the Convention Committee, develop a plan and a timeline for publicity activities backing the Convention. This includes development of an announcement, poster, email, local media events (newspaper, radio, TV), tourism sites, web information and promotional hand-outs.

- With the Journal Editor, encourage the possibility of reprinting SGGEE Journal articles in the publications of other, similar organizations and reprinting their articles in our Journal.
- Develop and raise SGGEE's visibility by encouraging member participation at conventions and seminars of other organizations. Provide needed materials.

What are the main promotion activities of the Publicity Committee?

1). The Master Media Contact List

A Master Contact List is developed and maintained which includes organizations, libraries, churches, media and others with an interest in German/Russian genealogy. This allows us to provide them with news regarding SGGEE activities and events during the year.

2). Church Contact Lists

Develop and maintain local church contact lists for publicity around the convention and membership promotion.

3). SGGEE Membership Brochure.

Design, maintain and update the SGGEE brochure with accurate data as needed on an annual basis. Distribute on the website and in hard copy for SGGEE events and local member use.

4). Convention Publicity.

The Publicity Chairman serves as a member of the Convention Committee to drive publicity for the Convention. This includes development of a plan and a timeline for publicity activities and development of promotion materials and activities beginning early in the calendar year and concluding at the Convention:

**Materials:**

Working with the Convention Committee, the Publicity Committee develops, produces and distributes the following promotional materials:

1. Convention Invitation
2. Convention Registration Form
3. Publicity Announcement (long form)
4. Publicity Announcement (short form) for newsletters/websites.
5. Poster
6. SGGEE Brochure
7. Participant Survey

### **Publicity Announcements to Members**

**Website:** The early convention dates are posted on the website in the fall, followed by more detail in March and an update shortly thereafter , but no later than May.

**Publicity Announcements to the General Public.** Contact List coverage begins in April with distribution of the convention press announcement (approximately 60+ targeted genealogy groups, listservs, blogs, news media and podcasts). (See contact lists)

### **SGGEE Journal Announcements:**

- December: Initial announcement of dates and location.
- March: Includes a complete member announcement with location, hotel details, dates, and registration form.
- June: General announcement repeats with more detail, including speakers, if possible, including the proxy form.

### **Electronic Newsletter/Emails:**

- January: Initial announcement of dates and location.
- April: Provide copy for a convention announcement in the April E-Newsletter.
- May or June: Repeat the convention announcement and provide additional details, such as speakers, lodging status, etc.
- Due to the flexibility of the electronic newsletter, logistics emails can be generated at any time for announcements.

**On-the-Ground Support:**

- Provide the on-the-ground local convention contact person with press announcements, promotional flyers and/or posters or other needed press/promotional material.
- Through the local contact, distribute promotional flyers to targeted churches, public libraries, and Family History Libraries.

**Tasks going forward:** 1) consider a convention blog to communicate more fully with members/interested convention goers; feature speakers, etc., 2) develop an SGGEE presentation for members to give at other conventions.