

PUBLICITY CHAIRPERSON

Overview: The Publicity Chair is responsible for writing and submitting monthly articles to various news organizations as well as other publicity-related projects as needed.

The Publicity Chairperson is not a voting member of the PLAL Board but should attend each monthly Board Meeting in order to report on publicity activities.

General Duties:

- Monthly articles include the Artist of the Month (AOM)/Jeweler of the Month (JOM) combined article for the Second Wednesday Reception and the Bay Club exhibiting artist.
- Monthly publications include the Port Ludlow Voice, the Port Townsend Leader, and the Peninsula Daily News.
- Other articles may include publicity for special events, League notifications, or any other project designated by the Board and submitted to specified outlets.

Publicity Article General Specifications:

The Port Ludlow Voice –

1. Articles should be limited to about 350 words: Title of article should be in *Times Roman, 14 pt. bold*, and text of article should be in *Times Roman, 12 pt.* When two articles are combined, no more than 700 words.
2. Each articles ends with the standard paragraph stating the time and date of the Second Wednesday Reception, location, and League President's contact information.
3. Articles have to be submitted to the Voice editor by the 10th of each month, i.e. January 10th for February's publication (Bev Rothenborg, bevrothenborg@broadstripe.net).
4. Pictures are accepted along with the article.
5. Pictures have to be at least 300 dpi, in large format. Voice editor will size to fit the column.
6. Picture information should include: the artwork's title and the artist's name.
7. The picture pertinent information should be submitted to the Voice editor (Mary Ronen, ronenme@outlook.com) who will, in turn, submit it to the Voice photo editor (Bob Graham).

The Port Townsend Leader –

1. May be the same article as for the Voice but should be edited down to bare minimum.
2. Must be submitted 10 days prior to publication date, and before Wednesday, noon of the week prior to publication.
3. Pictures may accompany the article with the same requirements as for the Voice.
4. There is no guarantee that the article will be published. Since the Leader changed management, they are more restricted on space for "free" articles.
5. As of January, 2018, the Leader Art Editor is Katie Kowalski, arts@ptleader.com.

The Peninsula Daily News –

1. May be the same article as for the Voice but should be edited somewhat so that it is slightly different than the article sent to the Leader.
2. Must be submitted 8-10 days prior to the Sunday edition.
3. Pictures may accompany the article with the same requirements as for the Voice.
4. As of January, 2018, the Daily News art editor is Laura Lofgren
news@peninsuladailynews.com.

Standard Article Ending Sample:

All are welcome to the League's Second Wednesday Reception on February 8th to meet these artists and enjoy their artwork in the Lobby of Sound Community Bank from 4:00-5:00 p.m. Next door, the League Gallery is open from 4:00-6:00 p.m. where you can enjoy some light nibbles, fantastic art and lively conversation. The Bank and the Gallery are located at the corner of Oak Bay Road and Osprey Ridge Drive. More information can be obtained by contacting League President, Claudia Wicks at 206/351-2414 or e-mail at claudiawicks@msn.com.

Or some variation thereof.