

PUBLICITY COORDINATOR

Responsibilities include producing and distributing:

1. a bi-monthly newsletter (*Folknotes*);
2. weekly press releases;
3. newspaper advertisements (*Lansing City Pulse, State News, etc.*); and
4. concert flyers.

In addition, the publicity coordinator must develop an annual projected budget and submit it to the treasurer in July.

1) *Folknotes*

Folknotes is a bi-monthly newsletter that details the Ten Pound Fiddle Coffeehouse concert and dance schedule; Looking Glass Music and Arts Association dance schedule; and other pertinent information regarding the Lansing Area Folksong Society membership and its affiliates.

Producing the newsletter requires working in an efficient timely manner, both within an internal deadline and with other board members. Newsletter production is a deadline-driven task.

- The Publicity coordinator acquires text and photographs of performers; formats these files and photographs; writes/edits concert performer information as text files (currently Word files) in a variety of templates or style sheets. The text files are also supplied to the Webmaster for any web site changes and to the Email Newsletter volunteer.
- The newsletter is mailed to LAFS members and interested parties. An issue deadline schedule shall be prepared for the year, and distributed to all board members by June 1.
- The Newsletter editor (either a volunteer or the Publicity coordinator) gathers and prepares photographs and descriptive text for the newsletter from other Board members (Booking Manager, Dance Coordinators, etc.) and internet or promotion sources. **PageMaker** software is used. Photos may be obtained from the internet or press kits and scanned for use or downloaded from performer web sites. Photos are prepared in **Photoshop** for 72, 200, and 300 dpi use. The performer biographies and photographs are fitted to the column width of the newsletter.
- The Publicity coordinator is responsible for seeing that text and photos fit into the PageMaker template, and that a mockup issue is prepared. The Publicity coordinator proofs a copy of the files, and asks other Board members to proof it as well. The files are delivered to the printer (currently BRD in Lansing). The PageMaker files and "dummy" are delivered to the printer along with the membership mailing list (from the membership coordinator). The printer needs 1 week to set, proof, and print. The printer will label and deliver the printed newsletter to the post office, requiring another week. Mailing is Bulk Rate and usually requires 5-7 working days for local delivery. Mailing fees must be paid at the East Lansing post office by the Treasurer before the mailing is delivered there.

2) *Weekly Press Releases*

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- Newspaper and media Press Releases: make and distribute weekly Press releases to newspapers, via email fax or hand delivery and schedule appropriate performer interviews for articles. *The Lansing State Journal* requires a weekly submission rather than grouped information.
- Radio promotion: Make arrangements for Radio promotions. Radio promotion may take the form of ticket giveaways, performer interview arrangements, etc.

3) *Newspaper Advertisements*

- Newspaper display advertising: Provide camera-ready or layout designs (currently in **PhotoShop** as required by the *Lansing City Pulse*) to newspapers with which the Ten Pound Fiddle contracts for display advertising. Delivery may be in a group or singly, via email or on CD. Proof the ads as needed. Concert-specific advertising costs must be reported to the gate manager prior to the advertised concert.

4) *Concert flyers*

- The publicity coordinator is also responsible for the preparation of posters and/or flyers to promote concerts and events. This task requires the ability to manipulate photographs in web formats (jpg, tiff) and text for the posters and flyers in a timely manner for each scheduled concert.

Personal requirements:

The publicity coordinator must be able to establish and meet deadlines, both internal (other Ten Pound Fiddle members) and external (print, newspaper, media). The publicity coordinator must be computer literate, and since this is a time-consuming position delegation of tasks is to be encouraged.

Technology requirements:

The publicity coordinator must have a personal computer, either PC or Mac. Memory capacity must be large enough to maintain large software files (i.e.: PageMaker, Photoshop, Word, graphic and PDF files as needed). A printer is necessary. A CD read/write drive is required for camera-ready newsletter and advertising production. A scanner is helpful but access to one can usually be arranged on an as-needed basis. Internet access and email is essential.

PageMaker, Word, and PhotoShop are the current production software packages, but InDesign, Illustrator and other programs may be used as defined by printers or other venues.

- PhotoShop or a photo manipulation program is required;
- word processing software is required;
- Adobe Acrobat, the ability to download and upload data, read and make PDF files, and photographs in a variety of formats are required.
- Excel would be helpful but not required, Adobe Illustrator is helpful but not required.

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Appendix A – Publicity Contacts

Print Media

- Lansing State Journal (daily) - press pack & photo
120 E. Lenawee St., Lansing, Michigan 48919
Tim Makinen <tmakinen@lsj.com>, Mike Hughes mhughes@lsj.com, Robin Swartz <rswartz@lsj.com>
(517) 377-1000
(517) 377-1071
- Lansing City Pulse
City Pulse calendar@lansingcitypulse.com
- Noise
- The State News (daily weekday) - press pack & photo
345 Student Services, Michigan State University, East Lansing, Michigan 48824-1113
(517) 355-8252
- Center for the Arts (calendar) – photo
425 S. Grand Ave., Lansing, Michigan 48933
(517) 372-4636
- Jackson Citizen Patriot – photo
Attn: Dave Hoger
214 S. Jackson St., Jackson, Michigan 49204
(517) 787-2300 x286
- Lansing City Magazine (monthly) – photo
P.O. Box 4794, East Lansing, Michigan 48826
(517) 351-2828
- Office of Public Affairs (calendar)
City Hall, 410 Abbott Rd., East Lansing, Michigan 48823
(517) 337-1731
- Towne Courier (weekly) - press pack & photo
624 S. Cedar St., Mason, Michigan 48854
(517) 347-0900

Broadcast Media

- WKAR AM & FM
283 Communication Arts, Michigan State University, East Lansing, Michigan 48824
Bob Blackman, "The Folk Tradition"
P.O. Box 504, Haslett, Michigan 48840
<blackman@wkar.msu.edu>

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- WDBM FM - press pack
Jamie/Patrick, "Progressive Torch & Twang"; "Accidental Blues"
310 Auditorium, Michigan State University, East Lansing, Michigan 48824
(517) 353-4414 (Biz); (517) 355-4237 (studio)
- Strings N' Things <lyn@wlnz.org>
- WLNZ FM (LCC, cable)
Dave Downing, "Folk Fridays"
P.O. Box 40010, Lansing, Michigan 48901
(517) 483-1710
- WFMK (light rock)
P.O. Box 991, East Lansing, Michigan 48823
- WCMU FM
Ray Ford, "Homespun Folk Show"
Public Broadcasting Bldg Central Michigan University, Mount Pleasant, Michigan 48859
(517) 774-3105
- WCBN FM
University of Michigan, Ann Arbor, Michigan 48104
(313) 763-3501
- WDET FM
Matt Watroba & Judy Dyka, "Folks Like Us"
6001 Cass Ave., Detroit, Michigan 48202
(313) 577-4146

Other Area Presenters

- Creole Gallery
Megan CreoleGallery@aol.com
- The Ark - Tue-Sun
David Siglin, 637 1/2 S. Main St., Ann Arbor, Michigan 48104
(313) 761-1451 (hotline)
(313) 761-1800 (office) - try after noon
- Gaelic League
Pat or Amy O'Brien
1724 Cahill St., East Lansing, Michigan 48823
(517) 351-9284
- Grand Rapids Folklore Society - Saturday concerts
Roger Plaxton (Pgm Dir)

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1232 Dickinson SE, Grand Rapids, Michigan 49507
(616) 241-5018

- Celery City
Marilyn (Kalamazoo, Michigan)
(616) 343-5280
- Folktown Coffeeshouse (Southfield) - Sat.
Ken Knoppow, 29648 Lochmoor, Farmington Hills, Michigan 48334
(313) 855-9848 (H), (313) 559-6850 (W)
- Wheatland Music Organization - Second Saturday concerts
Bruce Bauman, P.O. Box 22, Remus, Michigan 49340
(517) 561-2308 (or try John Hatton)
- Cleff'd Ear
John Hatton, 9515 N. Meridian Rd., Pleasant Lake, Michigan 49272
(517) 769-2700
- Possum Corner Traditional Music Assoc. - Sat, Sun
Mike Baker, P.O. Box 865, Clarkston, Michigan 48347-0865
(313) 625-1227
- Bayside Travellers - Fri, Sat
P.O. Box 1752, Traverse City, Michigan 49684
- also, Joan Hellman keeps list of Midwest Regional Caucus Venue Information
(313) 769-1052