

Publicity

What activities/events do we publicize? Any major event: Pops and Pastries, Pep Band/ Homecoming, any Band/Orchestra performances- visits to schools, Band-O-Rama/String Extravaganza, District/ State Solo & Ensemble, Orchestra Hall, out of town festivals, Thanksgiving Parade and Jazz band.

When should they be submitted? How soon before the event? They should be in the paper the week of the event, unless they require ticket sales such as Orchestra Hall and Pops & Pastries. Then they should be in the week before and the week of.

Where to publicize- G.P. Times, G.P. News, Parcels outdoor light board (Mr. Cleveland will do this), Parcels newsletter, Parcels daily announcements, Northern lights, NorthPointe, North daily announcements, Always Be Sharp/Band and orchestra boosters website, Nearby elementary newsletters (Ferry, Mason, Poupard, Montieth) GP Schools website.

Who writes the press release? Publicity chair writes releases but any one connected with the event can write it and get it to the publicity chair so it can be submitted timely to the papers. Same goes for pictures. Mr. Cleveland will do the press releases for District and State Solo and Ensemble due to number of events and students involved. Do not need approval from Mr. Cleveland but always send him a copy. It doesn't hurt to have someone else look at it before it is sent out.

Specific events

Pep band-

1. Pictures could be taken during practices during the end of the summer to show getting ready for football season.
2. Pictures from Homecoming Parade and Game
3. North/South game
4. school visits
5. basketball games

Pops & Pastries-

1. Send in pictures of Band/Orchestra practicing and event information at least a week before and then a reminder of the event and ticket info. the week of.
2. This needs to be coordinated with the chair of the event as they may handle some of the details.
3. Send in pictures after the event with a statement of how wonderful it was.

Orchestra Hall-(every other year event)

1. Much the same as Pops & Pastries.

Festival-(every other year)

2. Send in the week after the event.

District/State Solo & Ensemble-

1. Mr. Cleveland will submit this release after the event due to the number of students involved. Pictures are always nice to add.