

Publicity Committee

Scope: The Publicity Committee is responsible for advertising the upcoming stevne to appropriate media, organizations and individuals. The committee should consist of approx. 3-4 members, one of whom is designated as chairman. Following budget guidelines, the Publicity Committee develops various publicity materials and delivers materials using postal mail, as well as other means noted below. The Stevne logo has already been designed by Dixie Hansen so is available for future years. Preliminary stevne information should be sent to local media and organizations (vicinity of the stevne) as early as November-December of year prior to stevne to be included in their yearly printed material.

It is the responsibility of the TLSSC to determine program and other stevne specific details in a timely manner so that they can be included in all publicity (poster, press release, lag newsletters).

General Timeline for Information Needs:

- November: Determine theme, potential program ideas
- January: Theme, keynote speaker, some speakers finalized (Inclusion in lag Jan/Feb newsletters and web sites). Determine PR budget needs
- April 1: All speakers and program topics finalized (Inclusion in poster and PR)
- May 15: Program dates/times finalized, pricing finalized (Inclusion in lag June newsletters, registration form, web sites)
- June 1-15: All final publicity info must go out to newspapers, mail lists, message boards, etc.

Responsibilities:

- Create a stevne poster for distribution to appropriate organizations and locales. Poster should include the stevne logo and other appropriate graphic to illustrate the theme for the specific stevne. Dixie Hansen created the 2003, 2004 and 2005 posters.
- Write stevne press release(s) appropriate to specific audiences.
- Create a publicity plan, including timelines (see attached sample). Communicate the Publicity plan and needs to the TLSSC committee at their meetings, as well as other times when new information exists during the year.
- Create a publicity database listing all organizations contacted, form of contact, and the date of contact. This database will change from year to year, depending on the site of the stevne. Some contacts may remain the same.
- Place ads in publications, as directed by the TLSSC and if deemed necessary, following budget guidelines. (Possibilities: Western Viking, Viking magazine, local newspapers). 2003-2005 Fellesraad placed an ad in Viking magazine and in Vesterheim newsletter that included a list of all lag stevner. Each lag paid \$15 to the Fellesraad for this ad.
- Provide stevne information to lag newsletter editors in January so that they can include it in their February newsletters. Include site and hotel information along with all program info that's available. Keynote speaker and stevne theme are essential information to be included at this point.

- Provide information to lag webmasters in April or sooner so that they can create and post stevne web page(s) on their lag websites. This information would include:
 - Press release
 - Program information
 - Hotel information
 - Deadlines for registration
 - Registration form (which is created by the Registration Committee)
 - Stevne information on web sites should be updated as additional information is available or changes.
- Phone local Chamber of Commerce and Convention Bureau to determine their publication deadline dates. Contact in November-December to have event included in local publications which are published annually.
- Provide information (press release/poster) to appropriate organizations and individuals to publicize the upcoming stevne, including the Local Arrangements committee. The first focus of the contact would be in the specific locale of the upcoming stevne, followed by contact with organizations within the region. A region is defined as the immediate state and all surrounding states to the upcoming stevne.
 - Local Chamber of Commerce (phone contact and mailing). Should be done in October-November of prior year (which usually falls before our first meeting). [Many C of C or Convention Bureaus print their next year's calendars and brochures in the fall. We have not been able to be included in this because we don't meet or begin our work in time.]
 - Local Convention Bureau (phone contact and mailing).
 - Post stevne information to Norwegian-American Foundation calendar in January. <http://nor-am.org/calendar2.html>
 - Post stevne information to Sons of Norway Events Calendar. <http://www.sofn.com/home/index.jsp>
 - Provide stevne information to Bygdelagets Fellesraad for their website updates to calendar and lag information: <http://www.fellesraad.com/>
 - Sons of Norway lodges in the region (mailing, with permission to include the stevne information in their lodge newsletters)
 - LDS Family History Centers in region of stevne (mailing and/or personal visit)
 - Local Libraries in area (mailing and/or individual visit to place the poster). Encourage lag members to print the poster and take to their local libraries.
 - Local and state Genealogical societies (mailing, with permission to include the stevne information in their society newsletters). The Rootsweb U.S. Genweb project is a good source of information. For 2004, mailings should be focused on Minnesota, Wisconsin, northern Iowa societies.
 - Local and state Historical societies (mailing, with permission to include the stevne information in their society newsletters)
 - Local churches (mailing, with permission to include the stevne information in their bulletin or newsletter)

- Norwegian Genealogy message boards [e.g., Norway boards: <http://boards.ancestry.com/mbexec?htx=board&r=rw&p=localities.scan-balt.norway>]. Post informational/invitation message in Jan. and again in June. Include link to online stevne info. Post to Nord Trøndelag, Sor-Trøndelag, Oppland, Hedmark and General boards.
- Norwegian Genealogy mail lists [e.g., Norway, Trondelag, Oppland lists]. Post informational/invitation message (with permission of List Administrator) in May-June with reference to stevne web sites for registration form and additional information.
- County Genealogy message boards for area [e.g., Olmstead Co, MN: <http://boards.ancestry.com/mbexec?htx=board&r=rw&p=localities.norham.usa.states.minnesota.counties.olmsted&maxrows=25&dir=next>]. Include all counties in region with Norwegian roots, and others where former stevne participants reside. Post informational/invitation message in May-June with reference to stevne web sites for registration form and additional information. Specific counties for postings are dependent upon where the stevne will be held each year.
- Newspapers in region/state (phone and mail)
- Local Radio stations (local convention bureau may be of assistance with this)
- Vendors (mailing - poster and press release)