

Publicity Work Plan - Stevne 2007

Tasks	Who	Notes	Due Date	Completed
Create/write:				
Logo	Dixie	Tre Lag Stevne	DONE	DONE
Theme determined	All		27-Jan	
Flyer	Dixie	PDF Format / Needed before publicity mailings can be done	10-Apr-07	
Long press release	Linda	Detailed program information needed by April 1	10-Apr-07	
Short press release	Linda	Press releases will be written for specific audience as much as possible & as time permits	10-Apr-07	
Publicity mailing lists	Linda	Create for publicity mailings in April	1-Apr-07	
Revised press release	Linda	Update/include more details	15-May-05	
Registration form*	Dixie	To 3 lags for inclusion in newsletters	15-May-05	
Ad for newspapers?			June-July	
Include on Lag Web sites:				
Logo	Dixie	Available from last year	DONE	DONE
Registration form	Dixie		15-May-07	
PDF of flyer	Dixie		10-Apr-07	
General information	TLSSC	This will also be included in lag newsletters	1-Apr-07	
Specific program schedule	Dixie	May be included in lag web sites	1-May-07	
Lag stevne pages		http://www.nhohlag.org/	15-May-07	
		http://www.tronderlag.org/stevne2007.htm	15-May-07	
		http://www.gudbrandlag.org/	15-May-07	
Include in Lag Newsletters:				
		Registration form	1-May-07	
		Specific program information/Schedule	1-May-07	
Media:				
La Crosse Convention & Visitor Center	Linda	Online Events Calendar	Jan-07	DONE
La Crosse Tribune	Linda	http://www.lacrossetribune.com/		
Onalaska Community Life		http://www.onalaskalife.com/		
Westby Times		http://www.westbytimes.com/		
Norwegian American Foundation Calendar	Linda	Posted to their online Calendar: http://noram.norway.com/events.asp	Jan-07	DONE
Sons of Norway Online Calendar	Linda	Posted to their online Calendar	Jan-07	DONE

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Viking Magazine Fellesraad ad		Ad purchased by Bygdalagenes Fellesraad	PAID BY EACH L	DONE
Norway Times	Linda	What's Going On ... column	1-Jun-07	
Western Viking	Linda	Inclusion in their Calendar of Events	May-07	
Mailings:				
2006 Stevne Attendees??		Should we mail info + registration to last year's attendees (those who are not lag members)		
Genealogy societies	Linda	Press release + flyer	1-Apr-07	
		Emphasis will be on WI & MN organizations.		
		Will mail to Fergus Falls - site of 2008 stevne		
Historical societies in vicinity of stevne	Linda	Press release + flyer / Same as above	15-Apr-07	
LDS history centers ??	Linda	Press release + flyer	15-Apr-07	
Local churches	Linda	Press release + flyer	15-Apr-07	
Local libraries	Linda	Press release + flyer	15-Apr-07	
Small town WI/MN newspapers		Press release (email if possible)	15-May-07	
Sons of Norway Lodges	Linda	Press release + flyer	1-May-07	
Vendors?	Vendor Chr	Letter/ PR/flyer		
Individual Requests		Registration form + special letter or flyer?		
Article for "hometown" papers	Linda	Link to someone who lives there or who comes from there (speaker, lag officers, etc.)	1 May - 15 June	
Possible ads:				
La Crosse Tribune			June-July	
The Viking		Included in Bygdalagenes Fellesraad ad	PAID JAN-07	
Email postings:				
Bygdalagenes Fellesraad	Linda	http://www.fellesraad.com/tronderlag.htm / updated stevne	November	DONE
Minn County Message Boards		Post message to announce the stevne and where to look for registration and additional information		
SD County Message Boards		"		
Iowa County Message Boards		"		
Wis County Message Boards		"		
ND County Message Boards		"		
Norwegian "County" Message Boards		" - Nord & Sor-Tronderlag, Oppland, Hedmark, General		
Norwegian Mail lists		" - Trondelag, Oppland, Norway mail lists		
* Dixie to handle all tasks related to Registration				

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Publicity Budget

			Est. cost
Postage for mailings	90-100	Individual pieces at .83 each	83.00
Printing of poster	100	Posters for mailing and distribution	110.00
Misc supplies		Ink, labels, envelopes	75.00
Lag brochures to include with mailings		Covered by lags	0.00
Total			\$ 268.00

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