

Appointed Officer Responsibilities – Publicity

- 1) Meet with clubs individually.
 - a. Find out who is responsible for publicity in their club and what the club is doing to promote square dancing and lessons.
 - b. What publicity have they done that brought students in and what didn't work?
 - c. Ask what help would they like from ASRDA
 - d. Encourage them to put in for publicity reimbursement from ASRDA
 - i. Explain how to do this (this overlaps with education)
 - e. Share printed publicity information obtained from USDA if clubs are interested
 - f. Share list of 1,001 ways to promote square dancing. (this gives clubs many ideas they may not have considered)
 - g. Explain how to post dances on the ASRDA calendar.
 - h. Encourage clubs find out what festivals their areas have each year as a publicity opportunity for each club
- 2) Create a portable “Square Dance Booth” that could be used by any club in ASRDA to promote square dancing at local crafts fair, Farmers’ Market, etc.
- 3) Create a square dance float that could be used by any club in local parades.
- 4) Consider having a group of the more experienced dancers to do demo dances at large events like the rodeo, San Antonio Folk Life Festival, etc. It could involve practices and the dancing would include fancy embellishments.
- 5) Write articles for local, state and national publications about square dancing or upcoming square dances.
- 6) Create a list various media contacts to include magazines, newspapers, radio and TV stations for the entire ASRDA area along with deadlines for submissions and share with clubs.
- 7) Update and keep current the ASRDA Facebook page.
- 8) Investigate having club members become members of local Chambers of Commerce to increase visibility of square dancing.
- 9) Help clubs get their square dance lessons announced in PSAs.
- 10) Serve on the Mid-Tex Committee as the publicity person
- 11) Make flyers for all ASRDA dances and help individual clubs with flyers as needed
- 12) Put in for Publicity Reimbursement from TSFSRD each year according to Federation guidelines.
- 13) Provide TSFSRD publicity pamphlets, posters, and cards as requested
- 14) Suggest ways to make square dancing more visible
 - a. Club T-Shirts
 - b. Taking part in community volunteer activities
 - c. Participate in parades, Farmers’ Markets, craft fairs, community fairs,
 - d. Get television coverage for big events