



*Exploring our heritage  
Shaping our community*



*America the Bountiful*

## **Publicity Committee Guide for 2005**

The Publicity committee's objective is to attract approximately 200-300 people each night to the tent programs and to ensure healthy attendance at daytime activities without a ready-made audience. You will be on track for success if you involve a representative from the local newspaper or radio station on your steering committee.

### **Committee Responsibilities**

- Mail news releases and PSAs to local print and electronic media. **News releases should always include this credit line: funded by the Missouri Humanities Council, the National Endowment for the Humanities and (local sponsor).**
- Invite the local newspapers and television and radio shows to cover the programs and to interview individual members of the troupe. If you are able to set up interviews, they must be coordinated in consultation with the Road Manager.
- Hang the street banners, "Chautauqua is Coming!" and "Chautauqua is Here!" (provided by the Council) around town. The committee will want to coordinate with the Grounds committee when determining where to place the banners to assure compliance with local regulations. ***Please note that the Council's insurance policy does not cover any accident or damage resulting from the use of the street banners.***
- When the banner "Chautauqua is Coming" is taken down, ship it to the next town on the tour as designated by the Council. You will be provided with a UPS mailing label for this.
- Arrange for volunteers to serve as ushers at the tent to distribute the programs provided by the Council at the beginning of each evening performance.
- Should you choose to have a sign or banner made with your local sponsors listed, this may be placed at the Chautauqua tent site. The Road Manager should be consulted first about exact placement.

### **Support from the Humanities Council**

- Promotional material for the committee to distribute or mail.
- A short Heartland Chautauqua videotape.

- Press kits for your use, including sample press releases and pictures on disk of the Historical Figures and/or *Heartland Chautauqua* troupe.
- Street banners (2' x 22') proclaiming "Chautauqua is Coming!" and "Chautauqua is Here!" *see last page*
- Street Pole banners (30" x 60") which read "Chautauqua is Coming"
- Statewide and regional publicity in the Council's newsletters and in other publications such as *Midwest Living* and magazines for airlines and automobile clubs. Web site publicity at [www.mohumanities.org](http://www.mohumanities.org). (***You should also send publicity, thereby doubling the chance that the publications will use it.***)
- A public program, featuring a fifteen-minute video about *Heartland Chautauqua*, in your community the spring before the tour, upon request.

### **Media & Press Coverage Guidelines and Amateur Recordings**

- All requests for interviews have to be arranged through the Road Manager.
- Inform the Road Manager in advance of all press coverage whenever possible.
- Scholars are available for press interviews during the day, provided they don't conflict with scheduled Daytime Programs or mandatory late afternoon breaks. Scholars who are not presenting their long program may be available in the evening for interviews.  
In the interests of more, rather than less coverage, the cast and Road Manager can be flexible about this, depending on the circumstances. Please negotiate any exceptions directly with the Road Manager.
- No video or sound recordings are allowed other than for TV or Radio News purposes.
- Photography during the performance can distract both the audience and the performer. Recognizing that the press work under deadlines, performance photographs will be allowed under the following conditions:
  1. Check in with the Road Manager
  2. No flash.
  3. Remain at least 20 feet away from the stage during the program.  
Photographers may get closer during the Q&A period.
- TV cameras may also approach the stage during the Q&A period provided they are respectful to the audience.

### **Contact Person**

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