

## SUMMARY AND RECOMMENDATIONS:

The Publicity Committee was composed of: Martin Gracey, Chairman, Lloyd Garland, James Colovin, Jack Conner, Larry Rowe, Fred Waddell, Hal Bolton, Gene Horton, Gene Lindquist, Bev Steadman, Fred Joy, Jim Haas and Merv Hughes.

Three general committee meetings were held and smaller meetings were held with members concerned with individual projects. General efforts were aimed toward these means of publicizing the 2nd Annual Rotary Shrimporee and Auction:

1. Newspapers: Good coverage was given the Shrimporee by the News Citizen and Exchange News. Both papers printed stories and pictures given to them. Releases were sent to other area papers with less success. The Houston Post printed one release in its regular "Out of Towners" activities section.

Preparation of news releases with accompanying pictures required more sustained effort than any other aspect of this committee's work. Releases have to be planned ahead for the entire program since the actual period of press coverage is relatively short. With Thursday editions being "freebies," these editions get wide coverage and should be planned for.

Recommendation: Try to find someone with a flair for writing news releases and assign this responsibility to him. The chairman has enough to do in coordinating the total picture, and should not be saddled with the recurring requirement of news releases. The women involved in the 1975 Rendezvous effort did a remarkable job of sustaining publicity week after week. It may be that talented and imaginative Rotary Anns could be recruited for this phase of the publicity campaign.

2. Radio and TV: Bev Steadman took this area of responsibility, but he has recommended that we start earlier next year since TV programs are organized well in advance of their showing. Each radio station has a Public Service department and will use items of general interest. Local TV personalities were invited to the Shrimporee but none came, perhaps because of the late invitation. We should try this again next year.

3. Newspaper Ads: Following the pattern set in 1974 with the first Shrimporee, we placed display ads in the News Citizen and Exchange News. Prior to contacting this year's donees of auction items, we ran full page ads thanking the 1974 contributors. Then, just before the Shrimporee, we ran a second full page ad thanking the 1975 contributors. Subsequently, a smaller ad was run to thank the stragglers missed on the second full page ad.



4. Classified Ads: This year we ran a series of off-beat classified ads as attention getters. At \$1.00 per line, this was an inexpensive way to get our message to a diversified group of readers of the Thursday "freebies." Hal Bolton wrote these "one-liners" which were both original and clever.

5. Marquees: Gene Lindquist handled all of the area marquees ~~and ensured good coverage at all of these spots. This should be~~ continued in future publicity campaigns.

6. Posters: Attractive posters with the Shrimp logo designed by Lockheed were printed this year by TRW through Fred Joy's good offices. These posters were distributed throughout the area by Rotary members. This logo, which is gaining area recognition should be continued with wide usage.

7. Display Signs: Hal Bolton made six 3' X 5' signs with the Shrimp logo constructed with carpeting. These signs were placed in the lobbies of the Nassau Bay National Bank, First Bank of Clear Lake, Webster State Bank, Allied Seabrook Bank, League City State Bank and Cullen Savings Association. These signs were made to be used year after year and are presently stored in the basement of the First Clear Lake Bank.

8. Outdoor Sign: Larry Rowe had a 4' X 8" outdoor sign made which was installed at the entrance to the Galveston County Park. Again, this is a re-usable sign and Larry has it in storage.

9. Flyers: Lloyd Garland had Lockheed print 3,000 flyers which were distributed widely by club members. Jack Eggleston had Boy Scouts deliver the flyers door-to-door in Timber Cove, El Lago and Clear Lake Forest.

10. Bumper Stickers: Jim Colovin obtained the plastic bumper stickers again this year. Distribution of the bumper stickers is a problem, and Jim distributed most of them himself. We are not sure of the value of these signs. Future committees might evaluate this for themselves.

11. Mobile Signs: Jim Colovin made arrangements for the mobile signs again this year at a reduced rate. This year he ranged as far as Friendswood with this coverage.

12. Bank Statement Stuffers: An innovation this year was the stuffers sent out in regular statements by area banks and savings associations. Institutions using the stuffers were: Nassau Bay National Bank, First Bank of Clear Lake, Cullen Savings Association, Guaranty Federal S & L, and Allied Seabrook Bank.



These stuffers encouraged recipients to buy their advance tickets at their bank and to fill in their names and addresses on the stuffer, which would be placed in a hopper for drawing of door prizes at the auction. There was some confusion at the auction as to whether the drawings were to be for the bank stuffers only or for the stuffers and meal ticket stubs. This should be resolved next year.

~~New thought for next year's committee: An over-the-highway banner~~ in Webster would get a lot of attention. This has been used by the Rendezvous for several years, and apparently successfully. A one-time purchase could be used again and again with only a change of date, or leave the date off. Other media will carry the message of date and time.

Conclusion: The committee feels that the people of the Clear Lake area were aware prior to July 19 that there would be a Rotary Shrimporee in 1975.