

Publicity and Advertising

In general the publicity chair's role is to make the public and fellow Rotarians aware of the Shrimporee and the public more aware of the Club's (Rotary) giving back to the community. The goal is to get as many guests as possible to the Shrimporee and for them to actively participate in the auctions. Over the past three years the attendance has been about 2000 meal tickets.

The activity includes the information booth which includes the Rotary information as well. Also it is responsible for the contents of the DVD produced by Bob Swint of ATA Associates.

The following are some of the advertisement medias used:

Newspaper such as the Citizen

Flyers and posters for businesses and for club members to give to others

Yard sign for each club member

District calendar

Email to surrounding clubs announcing the event

Banners on the fence at the park

Some kind of attention getter such as a Sky Guy at the park entrance the day of the event

Billboard

Radio (used The WAVE 95.7? a couple of years ago)

Suggested timelines are as follows:

Newspaper, a couple of times before the event

Yard sign, about a week before event

District calendar, start in July

Email to surrounding clubs, about two weeks before the event

Banners, two weeks before the event with permission from park commission

Sky Guy, day of event

Billboard, a month before the event – takes about a month to get the paper work through

Radio, about a week before the event, the radio personnel will suggest the best timing

In general, the committee chair brings the proposed advertising and the costs before the committee for discussion.