

1976 Publicity

alter v.7a form to pub
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Campus, local, weekly

PUBLICITY EVENTS - NOVEMBER 1976 CONVENTION

	<u>Completion Date</u>	<u>Publicity Events</u>
1.	5/1/76	Local releases sent concerning the officers and the Local Arrangements Committee members.
2.	5/1/76	The initial general news release to magazines
3.	5/1/76	The initial news release to affiliated councils and to similar organizations
4.	6/15/76	The "first" letter to New York publishers
5.	6/15/76	The "first" letter to Family Life writers <i>stable of writers</i>
✓6.	6/15/76	✓ The "first" letter to radio and TV talk shows <i>package a guy as a program opportunity</i>
7.	9/1/76	The "first" general news release to wire services and to national press coverage
8.	9/1/76	A poster release to area family-serving agencies
✓9.	9/1/76	✓ The major release to magazines, wire services, TV and radio talk shows <i>Post Convention</i>
✓10.	9/15/76	✓ Local releases on all program personnel
11.	10/1/76	The major invitational letter to New York publishers
12.	10/1/76	The major invitational letters to family life writers
✓13.	10/1/76	An idea letter for local radio and TV talk shows
✓14.	10/5/76	Public service New York radio and TV announcements completed and distributed <i>3rd Ward Comm.</i>
✓15.	10/8/76	Feature idea letter to local New York press <i>Similar # 13</i>
✓16.	10/19/76	Telephone follow-up of feature idea letter

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Completion Date

Publicity Events

- ✓17. 10/19/76 Write a daily highlight sheet on each convention day
- ✓18. 10/19/76 Completion of telephone follow-up on all possible radio and television talk shows
- ✓19. 10/19/76 A PR news wire and local newspaper release concerning the entire convention
- 20. 10/20/76 News wire highlights convention day #1
- 21. 10/21/76 News wire highlights convention day #2
- 22. 10/22/76 News wire highlights convention day #3
- 23. 10/23/76 News wire highlights convention day #4
- ✓24. 10/23/76 Mailing of news release to local papers on convention attendance
- #9 25. 11/15/76 Complete all files
- 26. 11/24/76 Complete all accounting procedures
- 27. 12/1/76 De-brief meeting
- Press kit
- VIP letters
- National public radio
- Press suite

rather than the women's page
emphasize the general press because of the impact on the larger scene

field