

AAUW Poughkeepsie Branch, Inc.  
Publicity Chair  
Annual Report June 2016

The goal was to continue to raise AAUW visibility in the community. The focus was on meetings and events which were open to the public and had general community interest, community initiatives, and our annual tea.

Articles and press releases were sent regularly to local newspapers, the Vassar College email network, the branch Facebook page, a local magazine, and various media outlets. Information was used from both our website and the national AAUW website and was sent to local community calendars as well. When attending conferences or meetings of other organizations, "rack cards" were handed out as often as possible. Several organizations broached us, such as the World Affairs Council of the Mid-Hudson Valley and the Mid-Hudson Children's Museum, and we collaborated with them whenever possible.

We regularly had postings in the Poughkeepsie Journal calendar and were able to have a few articles printed in local papers. The Vassar network sent out our announcements when the college was in session. Most articles either were not printed or had very limited space. In terms of print visibility, it was difficult to gain significant coverage.

It would seem that our best results are from word of mouth, forming coalitions with groups which will share information with their members, and attending community events with AAUW information. The branch website also seems to be a good way to reach community members.

*Betty Harrel*

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