

Annual Report
(And with apologies, this is biennial)
Publicity Chair

Publicity is the job of every AAUW member. Taking pride in our principles, our mission and the great work of others in our branch should naturally lead to informing everyone enthusiastically about our organization.

For my part as Publicity Chair, I have created everything new these last two years.

Primary to informing the public is the **Poughkeepsie Journal**, so I have introduced myself to the editors and become familiar with every aspect of the paper, studying how other groups were publicized within its pages. We have been successful in getting our information into:

- *Eventful.com* for the digital Journal -- fill out form, which allows us to post a picture and give the full write-up. This link is good for sending to others. Did monthly.
- *Good Life and the Daily Planner* – our monthly meetings as well as many small articles and blurbs with pictures Contact: Bonnie Soto
- *Community Voices* – two half-page articles, one by Betty Harrel on Leading to Reading and another by Anne Pinna on Courtwatch Contact: Barbara Gallo Farrell These were timed to appear before Open House and the Tea.
- *Commentaries/Columns* – one by Eileen Hayden and one coming up by Wendy Maragh Taylor Contact: John Penney
- *Letters to the Editor* – these are very important because they are so widely read. We've had letters written by Vivian Rose, Betty Harrel, Margaret Nijhuis, Sabashnee Govender, and Linda Roberts (which I wrote and signed her name). It is very important for thank-you letters to be written and donors named and praised.

All of the above I initiated and asked members to do.

Before the work of gathering and writing, I obtained agreement from the proper editor that he/she would be interested.

We had a good system: As soon as Margaret Nijhuis finished the newsletter headline article, she sent it to me with the jpg. for the picture(s) used. I could use this for all my submissions. I also had access to the photos on our Amazon Cloud site.

I recently realized that promotion of an event can be done ahead of time using pictures from the previous year. (e.g., Open House in late August, early September)

Another good source for publicizing our programs is **Vassar Events**. I receive this newsletter and submitted our events monthly. *VassarEvents is circulated Monday and Thursday by the Office of Communications while classes are in session. To have an event listed in VassarEvents, please fill out a Publicity Request Form (<https://communications.vassar.edu/event-publicity/>) at least five days in advance of your event.*

Southern/Northern Dutchess News

Our events were submitted often, but I did not work on this outlet.

Alerts

President Maria DeWald's idea and new this year, its purpose is to keep our members informed between newsletters, not only about our activities but also about community events of organizations that share our mission. The process is for everyone to submit entries to me before the 28th of each month. I formatted the e-mail* and sent it to Joanne Scolaro who then sent it to our membership on the 1st of the month. *and thanks to Maria who had already done so before sending me her multiple entries.

Notes:

- ✚ Any time a member names our organization in a publication, it must be approved by the Publicity Chair.
- ✚ Add *Free and Open to the Public* to flyers.
- ✚ Board members should be aware of and encouraged to attach our name to their projects. E.g., I attached "AAUW Presents..." to the names of our monthly meetings for publication. It is no longer appropriate to be shyly humble. We must proudly promote our activities and those of others. Ideally, we will no longer mention AAUW in a group conversation and have people say "What's that?".
- ✚ I just read in our newsletter that the Quaker Church donated a die cut machine and patterns to Days for Girls. Was this not considered important enough to be publicized and the donors thanked publicly?
- ✚ We also need more internal publicity: The newsletter is perfect, but our works should also be spread through Margaret's notes, through Alerts, and through notes to Interest Group leaders, who will then proudly pass them on. Perhaps, in addition to talk about upcoming events, we IG leaders could ask for news of other interest groups at our meetings. This is presuming that every Interest Group begins with notification of upcoming events.
- ✚ We are big-time now and we must let people know.

Suggestions:

For the May program about WWII heroines, I also contacted the Wallace Center, the National Park Service (FDR House), the Dutchess County Vets Service, and CLS. I left flyers up wherever I saw bulletin boards and through "Alerts" encouraged others to do the same. Targeting our audience and finding ways to publicize beyond the Journal should be considered. Enlisting members' participation for contact ideas would be good.

And Unaccomplished Items from my To-Do List:

1. Explore the digital Poughkeepsie Journal
2. Learn how to use Twitter, teach others, and work with the national website on its use for AAUW.

Respectfully submitted,
Cathy Kinn
Publicity Chair, 2016—2018