



**Atlanta Craft Show
2008 Public Relations and Community Outreach Activities
As of March 7, 2008**

Publicity

To date we have distributed a calendar listing, seven releases/press kit and two PSAs.

We have followed up with each release with pitch calls and customized emails to specific media. We have hundreds of individual media pitches and pitched various artists and angles to appropriate media. Below are the releases created, distribute and pitched to date:

Calendar Release

The Craft Council/Galleria Venue Announcement was distributed in October and November, 2007 to:
500+ newspapers and magazines in Georgia, SC, Tenn and AL.

Atlanta & Georgia Artists Release

This release was posted on the Atlanta DayBook network four times (distribution each time: 2000+) and distributed to 300+ newspapers, magazines, TV and Internet media in Atlanta and Georgia, including:

Art Papers
Art & Antiques
Atlanta Buckhead/Intown
Atlanta Business Chronicle
Atlanta Daily World
Atlanta Homes & Lifestyles
Atlanta Jewish Life
Atlanta Journal-Constitution
Atlanta Magazine
Atlanta Now
Atlanta Parent
Atlanta Peach
Atlanta Woman
Cobb Living

Creative Loafing
David
Dunwoody Crier
Georgia Magazine
Georgia Trend
Jewish Georgian
Jezebel
Know Atlanta
Marietta Daily Journal
Museums & Galleries
Neighbor Newspapers
North Fulton EXTRA
Piedmont Review
Points North
Southern Living Magazine
Southern Seasons
Southern Voice
SKIRT!
The Atlantan
Veranda
WHERE Atlanta

Customized Artist Releases

We created new leads for the Atlanta and Georgia artists customized to their individual media outlets including:

Marietta-lead release for Fran, Sullivan and Tarkington pitched and distributed to:

Cobb Neighbor
Cobb Living
E. Cobber
Marietta Daily Journal

Athens-lead release for Annette Paskiewicz to:

Athens Banner Herald
Athens Magazine
The Flagpole

Atlanta-lead release for Gilmartin and Stingle to:

Atlanta/Buckhead-Intown
Alpharetta Neighbor
Northside Neighbor
Points North

Carrollton-lead release for Martin & Scott to:

Carrollton Times-Herald

Social Circle-lead release for Gayle Pritchard to:

Social Circle area paper

Mudfire Entertainment Release

This release was sent to Decatur media only, including:
AJC DeKALB EXTRA
Decatur Dispatch/Tucker Times
DeKalb Neighbor
The Champion

GreenCraft Artists Release

This release was posted on the Atlanta DayBook network three times and distributed to key Atlanta area media.

Atlanta Opera & Mudfire Entertainment Release

This release has been posted on Atlanta Daybook network twice to date, with two more postings scheduled. It was also distributed to our Atlanta and Georgia media list.

Collectors Tips Release

This release has been included in a press kit (all previous releases plus photos) distributed and pitched to key Atlanta and Georgia media.

Craft4Kids Release

This release was written specifically for:
Atlanta Parent
Athens Parent

Calendar Release II

Resent Calendar listing to all Atlanta and Georgia media in late January and mid-

February. Posted ore requested posting of calendar information to the following web sites and event blogs:

AccessAtlanta.com
Artcalendar.com
Artrelish.com
Atlantabuzz.com
Atlanta.net
Atlantaboy.com
Atlantaevents.worldpress.com
Atlantailustrated.com
Atlantaplanit.com
Creativeloafing.com
Destination360.com
Fineartamerica.com
Georgia.org
Georgiaonmymind.com
News-antique.com
Outofthetube.com
Outside.in.com/Atlanta_ga
Socialdiva.com/Atlanta
Coalition of Performing Arts
City Search Atlanta

Public Service Announcements

We created two public service announcements and distributed to 300+ public service directors and arts and entertainment editors throughout Georgia.

Preview Party Announcements (pro bono)

We took photographs of Preview Party Chair co-hosts and sent photos and basic party information to long-leads pubs, including:

Atlanta PEACH
The Atlantan
Dunwoody Crier
Jezebel
Southern Seasons

Ten Day Show Countdown Release

Created release and posted on Atlanta DayBook 5 times up to show. Submitted to entire media list along with invitation to visit show with media credentials.

Pitch about collecting and Atlanta participants to WAGA, TV's Good Day
Atlanta (live, studio interview for Michael Gilmartin and other representative scheduled for March 13)

Press Materials

Press materials developed include:

- Calendar release
- Show release
- Collector's tips
- Bios/Stories on local artists Gilmartin, Stingle, Tarkington
- Craft images
- PSAs

Media Pitches

We have used all of the following pitches with individual media.

Craft artist at home

Living with craft

Collector's home tour

Artist profiles: Local artist profiles from the Atlanta community – their craft, their artistic approach, how they started and where they are today, etc.

How to start an art collection with craft

Next Media Targets

- Atlanta Business Chronicle
- The Atlanta Journal-Constitution (Northside/Cobb editions, Fashion, Access Atlanta, Arts section, Home, Living)
- Atlanta Now
- Atlanta on the Go
- Cobb EXTRA
- Cobb Neighbors
- Cornerbarpr.com
- Creative Loafing
- Dunwoody Crier
- Key Magazine
- Marietta Daily Journal
- Northside Neighbors
- North Fulton EXTRA
- North Fulton Neighbor
- PR web
- Dailies and weeklies near Atlanta and in artist hometowns in Georgia

Radio Announcements and Ticket Giveaways

We are offering PSAs and limited ticket giveaways to major stations:

DaveFM
WFSH-FM
WGST-AM
WSB-FM and AM
WSTR-FM
WJZZ-FM

So far stations have said ticket giveaways/on-air mentions are only done in conjunction with paid advertising.

Partnerships

We initiated contact with and held meetings for potential media partnerships with:

Atlanta Magazine
Atlanta PEACH
WABE/WPBA

WSB Family2Family

And were turned down by the first three because of either prior commitments (first two) or need for dollars from ACC (public radio and TV).

WSB-TV

We submitted a proposal to WSB-TV, Atlanta's ABC affiliate, and were selected as a Family 2 Family partner. Terms include:

- √ WSB-TV creating and producing a 15-second PSA which started airing February 13 for approximately two weeks before the event. The schedule is clustered around morning and evening news shows and reaches an affluent demographic.
- √ WSB's sponsor companies distributing 10,000 discount coupons (\$2 off daily admission/\$3 off three-day show pass). Sponsors include Haverty's Fine Furniture, Publix grocery stores, Scana Energy, AirTran Airways and Northside Hospital.

In exchange, we recognize WSB as a sponsor in advertising, press releases and postcards and run a thank-you ad in the program and have provided them with two Preview Party tickets and 40 Show Tickets.

Kairos Development

We followed up on a lead from Flammer Relations to pursue some kind of co-op arrangement with Kairos and met with PR firm and ad agency. Kairos is no longer pursuing the sponsorship.

Museums & Craft Galleries

We approached Atlanta's leading craft galleries and several museums to partner with the Craft Council to promote the show. We helped obtain gallery mailing list from The Signature Shop and passed that information on to the ACC.

We hand-delivered postcards and/or mailed postcards to the following galleries who agreed to distribute them:

Anne Irwin Fine Art
Atlanta Artists Gallery

By Hand South
Bennett Street Gallery
Davis Waldron Gallery
Elements of Style
LaBaire Pottery
Mason Murer Fine Art
Mason Murer Projects
Matre Gallery
Museum of Design Atlanta
Raiford Gallery
Signature Shop & Gallery
Topaz Gallery
Trinity Gallery
Vespermann Gallery

Outreach

Cobb Convention & Visitors Bureau

We met with the Cobb Convention & Visitor's Bureau and arranged:

- Listing/release printed in CCVB's member newsletters that are mailed and e-mailed.
- Event listing in their glossy calendar of upcoming events
- Listing on CCVB website events.
- Receipt of a complete list of concierges at Cobb hotels – 35+)

We contacted the Cobb hotels and hand-delivered promotional postcards to all 35 hotels over a two-day period.

Atlanta Convention & Visitors Bureau

ACVB will distribute postcards at its Underground Atlanta visitors center and through its resource center. The Craft Show is also on the visitor Web site, which is a major portal to Atlanta for event and visitor information.

The Atlanta Concierge Society

ACVB officials took ACC postcards to the Concierge Society meeting on March 6.

Other Community Outreach

We have contacted the following arts and community organizations to alert them to the Craft and investigate opportunities to promote the show. These organizations have indicated a willingness to distribute show information to members, customers and visitors; postcards have been mailed or delivered to each:

- √ Artisan's Resource Center
- √ Artist League of Cobb County
- √ Atlanta Galleria Hospitality Coalition
- √ Cobb Community Foundation
- √ Cobb Junior League
- √ Cobb Chamber of Commerce
- √ Cobb County Cultural Affairs
- √ Cumberland Mall
- √ Marietta/Cobb Museum of Art

- √ Metropolitan Atlanta Council of the Arts
- √ Sandy Springs Society

Atlanta Opera Performances

We initiated contact and received a positive commitment from the Opera which will stage a performance on Saturday afternoon of the show. They will promote this via e-mail to their members.

2008 Preview Party

We played a minimal, pro-bono roll with the Preview Party and Boys and Girls Clubs of Atlanta, attending two meetings to hear plans for the event and event PR and discuss how to maximize PR exposure to drive attendance to the event. We also took photos of the host committee co-chairs and kept in touch with the event coordinator, answering her questions and providing input to her media plan. We also connected the Preview Party with the Mason Murer Gallery.