

Job description

Publicity

The chair shall publicize all TAA events through the TAA *Artline* newsletter and public media.

The publicity chairperson keeps a current publicity contact list for the newspaper, TV and other media.

He/she makes sure that the press releases are done and sent to appropriate institutions on time (usually 6 weeks in advance).

- I. He/she contacts the exhibit chair, or the president, 2 months in advance of the TAA event to obtain the details on the exhibit.
- II. Create the press release and send it for approval to the president and the exhibition chair.
- III. Send the approved press releases to the Hampton Roads media.

The publicity chair is in close contact with the president, exhibition chair and public relation person.

Example of Press Release

Press release August 2007

“Significant Expressions”

Tidewater Arts Alliance

August 24th - September 30th, 2007

Portlock Galleries at SoNo, 3815 Bainbridge Boulevard, Chesapeake.

Gallery Hours are:

Tuesday-Friday 10 AM-5 PM

Weekends 1-5 PM

Admission: Free

The Tidewater Art Alliance artist members are challenged yearly to create artworks which express the leading edge of their creativity in this annual, judged, member exhibition “Significant Expression”. This year’s judge, Ms. Ann Dearsley Vernon will select three cash awards. Art works in the exhibition include a range of media and subject matter; we hope to see works of art that are “pushing the envelope”. Come join us to explore the creativity of our members and meet the artists at the Opening Reception and Awards Presentation on Friday, August 24th from 7PM- 9PM. More information on www.TAAVA.com or www.portlockgalleries.com