

Publicity Market Street Singers

The Publicity Representative sends announcements for all concerts and events to the MSS Publicity Distribution List below. The Director will write the announcement and send it to the Publicity Representative to be released (with or without a graphic image).

Send announcements from an e-mail address, such as MarketStreetSingersPR@gmail.com. The Publicity Representative must prepare and follow an annual publicity schedule and be aware of upcoming deadlines. Sometimes, deadlines approach too quickly for the Director to write an announcement. When this happens, the Publicity Representative will write a concert or event summary based on previous announcements and e-mail it to the Director for editing before distributing.

In addition to the Director, the Publicity Representative coordinates with our graphic designer and the person in charge of the sandwich boards to advertise the show. The Publicity Representative may also coordinate with the Production Committee Chair about concert needs. The Publicity Representative may encourage members to hang up signs in local businesses following a coordinated plan or ad hoc. Finally, the Publicity Representative usually hangs up the Rummage Sale signs around Ballard the morning of the sale, though this task can be delegated. Publicity can be time consuming in the month before a concert or event, but the work is mainly electronic and the timing is flexible.

MSS Publicity Distribution List

Craig's List: Post at www.craigslist.org. Renew every week and tradeoff between community and musicians/events.

The Stranger: E-mail calendar@thestranger.com. You can call and pay for a larger add in print edition or post free online.

MyBallard.com: E-mail tips@myballard.com at least two weeks in advance. Add the event to their Facebook page too.

Ballard News Tribune: E-mail tips@ballardnewstribune.com and calendar@ballardnewstribune.com. Deadline is Thursday 9 am before the next Wednesday issue.

Ballard Journal: Vivian McKay has a connection there and has been helping with this. Forward the announcement to Vivian.

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City Living: City Living is run by the Pacific Publishing Company. E-mail citylivingeditor@nwlink.com. Submit an event at <http://www.citylivingseattle.com/Content/Calendar/Calendar/Event-Submission-Form/Event-Submission-Form/31/176/59>.

Queen Anne & Magnolia News weekly: QA&M News is run by Pacific Publishing Co. E-mail qamagnews@nwlink.com. Submit to <http://www.queenannenews.com/Content/Calendar/Calendar/Event-Submission-Form/Event-Submission-Form/7/7/65>.

Northwest Prime Time: E-mail editor@northwestprimetime.com. Deadline is the 15th of the previous month.

Seattle Gay News: E-mail sgn2@sgn.org. Deadline is Tuesday before Friday publication.

Seattle Times/PI: Go to www.seattletimes.com/submitlistings. You will need to create your own account the first time.

Westside Weekly: E-mail westseattle@robinsonnews.com.

Ballard Chamber of Commerce: E-mail info@ballardchamber.com.

Sunset Hill Community Association: E-mail info@sunsethillcommunity.org.

Northwest Asian Weekly: E-mail info@nwasianweekly.com; Deadline is 18 days in advance. Their mailbox is often full.

Seattle Weekly: E-mail the online calendar calendar@SeattleWeekly.com. Add runs for about a week.

Seattle Facts Newspaper: E-mail seattlefacts@yahoo.com.

The Seattle Medium: Send a message from <http://seattlemedium.com/contact-us/>.

Brown Paper Tickets: Create an event at <http://www.brownpapertickets.com/createevent.html>. You will need to create your own account the first time.

Community Reach-Outs:

Community is an important part of the MSS vision. In addition to the distribution list, the Publicity Representative reaches out to the community in the following ways:

Facebook: Update our page at <http://www.facebook.com/#!/pages/Market-Street-Singers/163843907001341>.

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- Update the page with information about our performances and events;
- Create an event from our Facebook page to allow our members to share the details with their friends;
- Add our events to the Ballard Chamber of Commerce's and MyBallard's Facebook pages;
- Post YouTube links of us performing;
- Post announcements for performances or events of other neighboring choirs and local choral events, especially those sponsored by the Choral Consortium, if solicited by the Director;
- Add small updates, such as start of the season reminders, reminders about call times, Echo Glen, the picnic, the annual meeting, and other smaller events (this is optional); and,
- Do not post any other non-MSS related items, such as videos of other choir performances or jokes related to signing/music. Save those for your own Facebook page.

MSS Blog: Update the blog at <http://marketstreetsingers.blogspot.com/> with diggingyou_up@yahoo.com (ggumiwormm).

Ballard Market Sign: Call Nancy Sullivan at 206.783.7922 or e-mail her at nancysullivan@tc-markets.com to post the concert on their big sign out front of the store.

Photos:

From time to time the Publicity Representative may be asked to provide a group photo for some advertising. The Publicity Representative may also want to take photos at events to post to Facebook.

Current photos of the choir are on Facebook.

Older photos on Flickr at <http://www.flickr.com/groups/1702986@N22/>.

Changes:

The Publicity Representative is not limited to the distribution list and suggested venues above. The Publicity Representative can make of the job what they wish. This list represents what MSS has done in previous years. The list is ever changing as newspapers phase out and online journals and social media sites take over. Please consider this list as fluid and update it, as necessary. Please send revised lists to the MSS webmaster for prosperity.

Contact spreadsheet is located in Publicity Folder on Gdocs

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