

Media Relations by Bill Boyd

While I lack the skills to place information in the modern computer era. I am conversant on the mechanics of print advertising.

These are some suggestion, and I am sure that there are many others.

Number one:

Who are you? While that sounds simple ask yourself this.

Am I a club?

Am I a Caller?

Am I both?

What do I want the people who see this to know about me?

Number two:

What do you do?

Do you provide recreation?

Do you provide mental stimulus?

Do you provide Physical exertion?

Are you welcoming everyone regardless of age, sex, or ability?

Number three:

Where are you located?

Are you a telephone number?

Are you a web address?

Do you have a physical address?

Does your club or hall have signs indicating where dancers should go?

Why should someone contact you?

See number two:

We as callers provide a recreation and should never forget this!

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While much of this sounds simplistic, how many of us give thought when we provide a flier, or design an ad.

I honestly believe, even in this day of internet communication, a sign or flier still works. Take a written piece of paper and place it in someone's hand, personally invite them to attend and you may be pleasantly surprised at the results.