

PUBLICITY CHAIR

Responsible for the overall design, development and coordination of all publicity and advertising to promote the Specialty. The workload is spaced in such a fashion that one person can assume all duties if desired. However, at larger Specialties, additional committee members are recommended.

Qualifications

- Good computer skills. Knowledge of desktop publishing software helpful but not required.
- Ability to apply the following basic management skills: (e.g. good follow-up, ability to work within restrictive time frames and meet deadlines, being resourceful and solving problems quickly and efficiently, dealing effectively with people).

Time Commitment

This is a one ½ year assignment, with a busy period occurring a few months prior to the preceding Specialty and then every other month for six months up to the start of the Specialty.

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance and Publicity & Planning Book, noting all details of the Publicity position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Review Alpenhorns and Specialty catalogs from previous years to get some ideas.
- Work with Show Chair and committee chairs to develop an advertising strategy for the Specialty.

At least 16 months out

- Contact the current Specialty's Catalog Chair to determine ad submission deadline, ad specifications and printing process (i.e. four color – CMYK, one color, two color, etc.).
- Contact the Show Chair to obtain the Specialty logo.
- Format the ad for the back page of the preceding Specialty catalog and submit before prescribed deadline.
- Inform the Hotel Liaison (and other committee chairs) of the April deadline to submit Alpenhorn ad content for the important June (Specialty debut) issue.
- Work with the Specialty Website Chair at least one-two months before the preceding Specialty and throughout the year to ensure that adequate content and images are available for mounting to site. **All content must be approved by the Show Chair in advance.**

~12 months out and on-going

- Plan on attending current year's specialty if possible to learn and make contacts for your event.
- Solicit committee chairs for Alpenhorn advertising content (at in-person meeting at Specialty if possible). Consider posting proposed ad outline/deadlines to the Yahoo group as a reference for committee chairs.
- Odd months - send out a reminder requesting Alpenhorn ad content. Format the ad(s).
- Even months - At start of the month, submit the ad to the Show Chair to review for accuracy of compliance with AKC & BMDCA rules. Submit ad(s) to Alpenhorn Advertising Editor and regional newsletter editors before prescribed deadlines.
- Perform e-list management and/or publicize the event with the local media IF assigned by the Show Chair.
- Submit a report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).