

## Phone Call Notes June 1, 2018

### Potential Promotional Avenues

#### Publications

- DPL connections with Dallas Morning News and D Magazine Bloggers
- Dallas Holocaust Museum has connections with Dallas Morning News and KERA
  - Include Annie Black from DHM in future discussions

#### Issues

- What is the best way to reach out to other areas
  - Maybe the campus newspaper at UNT
  - Discuss with Jon about Fort Worth
- How much would promotion in the papers cost?

#### Swag

- Three potential logos are being designed for promotional and swag
- Will need to budget for custom swag and other prizes

#### Posters and Postcard

Heard other archives bazaars discuss the creation of posters and postcard to promote the event

#### Posters

Reach out to an artist who might donate some artwork

Flyers in areas across town

#### Postcards

- Will need to see if there is a strong desire to send postcards to vendors mailing list
  - How many people would that be and what is the cost?
- Perhaps a digital version and a physical version for request
  - The Legacy's list might be the best use of physical postcards

#### Action Items

##### Misty

- Acquire dfwarchivesbazaar.com domain through personal Go-Daddy account.
- Set up dfwarchives bazaar Instagram account

## James

- Setup DFW Archives Bazaar Facebook page and Event page
  - Make Dallas Heritage Village as a co-host of the event
- Setup DFW Archives Bazaar Twitter account