

Phone Call Notes July 9, 2018

Agenda

- Status on Action Items
- Promotion Routes
- Promotion Timelines

Attendees

- James Williamson
- Misty Maberry
- John Slate
- Annie Black

Status on Action Items

- Twitter, Facebook, and Instagram accounts have been created
 - James will be maintaining the sites
 - Everyone is encouraged to follow the sites
- We have purchased the domain of dfwarchivesbazaar.com
 - Once Misty has a logo, she will create the bones of the website
 - John said that he could contribute copy for the website
- Misty will be working on the poster
 - Looking to use a standard 11 x 17
 - Perhaps a larger collectable one for the raffle

Promotion Routes

Other promotion routes were discussed amongst the group

- Community Calendars
 - DMN and Art & Seek Community Calendars
 - Misty will reach out to Linda Barrett to discuss options for Fort Worth
- Newspapers
 - John Slate has connections with Dallas Morning News and Dallas Observer

- Facebook Ads
 - Targeted ads can be 5-10 dollars a day
 - 30 bucks for 7 days of ads
- Paid Instagram Promotion
 - Dallas Holocaust Museum has experience with paid instagram posts (Dallasites 101)
 - \$100 to promote event (1 newsletter mention, 2 Instagram features, and 1 FB post)
 - They're usually really helpful with lowering the price on their ads for non-profits

Promotion Timelines

July

- Social media activity
- Finalize website
- Design swag

August

- Finalize poster and postcards
 - Print and digital version
- Order swag, poster, and postcards
- Add to community calendars

September

- Finalize handouts and bazaar layout
- Participating institutions promoting at the end of the month

October

- Facebook and Instagram ads 2 to 3 weeks before