

USA West Square Dance Convention – Policy

Director of Publicity

The Director of Publicity is appointed by the General Chairman and is responsible for creating the interest of the dancers and to inform them with as much information as possible about the convention in the 12 months leading up to the convention. It is the responsibility of the Director of Publicity to have the General Chairman sign off on all press releases, internet information and written communications before they are released.

The Director of Publicity Is responsible for establishing a time line for releasing information about the upcoming convention beginning with the completion of the current convention. Those plans should include written press releases to the media, electronic application information as well as local media releases. Plans will include information releases to all 13 member states as well as National and International media.

Promotion should include information such as the following:

1. Time and dates of the convention
2. Registration information and forms
3. Housing & RV information
4. Overall view of the dance program
5. Education program information
6. Tour information
7. Special and other events
8. Any other information that will get the attention of dancers

It is necessary that records of the timing of the news releases, media used and results be maintained so that a Final Report of the information can be made to the General Chairman at the completion of the convention.