

Media Lead

Role Description

The Media Lead ensures widespread, effective and timely communication of the Quilt Show, overseeing advertising and promotional activities for the show. This includes print and non-print media.

Timeframe

Beginning prior to Quilt Show Kickoff Meeting through Post Show Review Meeting.

Primary Responsibilities

Before the Show

- During planning phases, determine major milestones and establish target dates for completion.
- Identify the number of committee members required for pre-show and show activities.
- Engage members for your committee.
- Put together a list of local print and non-print media outlets.
- Develop and maintain the schedule for sending Quilt Show information in the format required for each media outlet.
- Attend Pre-show meetings as requested.
- Set meetings for your own committee as necessary
- Works closely with all Leads and Chairs to get the information necessary to publicize the show.
- Florida Register has a long lead time.
- Sends information to the media contact list.
- The Media Lead should work closely with the Printing Lead so that all promotional materials will have a consistent look and to avoid duplication of efforts.

During the Show

After the Show

- Attend Post Show Review Meeting.
- Provide input (report); document what worked well as well as opportunities for improvements.
- Submit itemized income and expense report to Quilt Show Treasurer at final show meeting, as applicable.
- Submit any final financial requests to the Quilt Show Treasurer for payment.