

# Tech Squares Publicity Coordinator tasks

## 1 General Responsibilities

The Publicity Coordinator is responsible for all club and class publicity. This includes:

- Annual Club Newsletter
- Summer Postcard
- Fliers for the Fall and Spring class
- Activities Midway
- Firstyear Summer Mailing
- Weekly announcement email
- Updating the Spotlight page on our web site
- Updating the message on our phone line

## 2 Helpful Hints

- Keep photocopies of all forms and artwork you submit.  
Often few changes are needed from year to year.
- Create any flyer, newsletter, announcement, etc., early enough that it can be proofread.
- Don't send out anything that hasn't been checked by at least one other person.
- Ask for people for help!

## 3 Timeline of Tasks

### May

#### Activities Directory

In the beginning of May, submit to the ASA a half-page to go in the Activities Directory. The Directory is mailed to incoming freshmen over the summer and is distributed to incoming graduate students during orientation.

## June

### **Activities Midway Space**

Sometime in May or June, submit an application for Activities Midway space. There will be an email from the ASA to the officers mailing list to remind us, but you should be looking for it.

### **Firstyear Summer Mailing**

Sometime in May, submit something to ASA for the incoming freshman summer mailing about student activities.

### **N.E. Dancer Club Directory**

In May, the New England Dancer club directory information is due. The form is published in the September “Dancer” magazine. Always list constant club contact info, never the address or phone number of the current President. See the Officers Handbook for our contact information.

### **NSSARDA Map Book Information**

Check that the NSSARDA map book information is up-to-date. It probably is, since we give them the MIT phone and address, and our dance locations don’t change much.

## June

### **Summer Postcard**

Send out a summer postcard announcing Amateur Night, square dancing in the pool, the fall class, and fall club dances. On the address side of the postcard, resist the temptation to write something along the bottom. The Postal Service needs this clear for their OCR and barcoding machinery.

You’ll need stamps for the off-campus addresses, but before buying stamps, check in the locker; we usually have left-overs from last time. Buy self-adhesive stamps.

## July

### **N.E. Dancer Ads**

Around July 15 submit to the N.E. Dancer an ad request for all our Saturday dances. By asking for them all at once and listing all our dances, we get a lower “every month advertiser” rate (yes, even though we don’t have a Saturday dance every month.) If you like the current 1-inch ad layout, just send them the new schedule, and they will do the artwork. Stephen requested “no clip art”; otherwise we get overly-cute seasonal artwork cluttering the ad (e.g., snowmen in December, Easter eggs in spring). If you want new artwork, get their advertiser

## *August*

form. Pre-paying for all the ads when we submit them saves late fees if we don't pay the monthly bill on time later.

## **August**

### **September-at-a-Glance**

The MIT Office of the Arts deadline for their September-at-a-Glance is August 15th.

### **Dance Flyers**

In 1999 a few callers and cuers asked if we would provide them with flyers for them to advertise their upcoming Tech Squares dances.

In August create flyers for each of our Saturday dances for the upcoming year. The flyers should indicate the date, caller, cuer, and location for the specific dance and should include the full year's Saturday dance schedule along with basic contact information and a map. Only minor updates are needed to the standard flyer that is housed in the Tech Squares locker.

Ask the Booking Director how many color copies of each are needed (approximately 20 for each caller and cuer for their dance, 20 total for married caller/cuer couples). The Booking Director will mail the copies to them.

### **National Square Dance Directory**

Around August 15, submit updated club info to the National Square Dance directory. (This info doesn't change from year to year, but they want yearly confirmation.) Always list constant club contact info, never the address or phone number of the current President.

### **Fall Class Flyers**

Actually, the sooner you can print them up, the better, since then you will have them to give out when people ask.

### **Activities Midway**

You will need to work with the Class Coordinator to organize our table at the Activities Midway. you should especially be sure we have plenty of flyers!

## **September**

### **Postering for Fall Class**

The week before our Fall Class begins we need to put up our class flyers in prominent places around campus. Please be aware that MIT has postering rules that we must follow.

*October*

### **Annual Club Newsletter**

See the section in this document covering the details of creating, publishing, and mailing the newsletter.

## **October**

### **IAP publicity**

This is the time to plan IAP publicity. Actually, IAP Preview entries are due the first week of class. It doesn't hurt to get something in then; we pretty much do the same thing year to year, so we know what we are going to say. Consider having an intro night the last Tuesday of IAP so that it can lead people into the spring class. This requires setting the dates for the Spring class.

## **January**

### **Spring Class Flyers**

Actually, the sooner you can print them up, the better, since then you will have them to give out when people ask.

## **February**

### **Postering for Spring Class**

Just like was done for the Fall Class.

## **April**

### **Student Activities Directory**

In early April, submit a half page for the Student Activities Directory.

## **4 Saturday Schedules**

When we have all monthly dances and banner raids/retrievals scheduled, make up a flyer with all this info. Be sure to include our phone line and our web page on the flyer.

We also try to have Saturday schedules out at the table each week.

## **5 Annual Club Newsletter**

Sometime between September and December, send out a newsletter. Include the annual plea for dues, but remind people dues are optional. Be sure to include the year on the form they send back with their dues. Send out an updated flyer

with the monthly dances and banner raids. This flyer should be printed on color paper so it stands out on people's refrigerators. Stephen can provide both.

Also include: news about club members, such as weddings and new children born. A blurb about the weekend at Lake Shore Farm.

Printing the newsletter: when we're all done and the newsletter has been proofread by several people, take it to your favorite print shop. MIT Graphic arts, Kinkos, Gnomon—where ever is cheap for about 200 copies. Most places will accept the original as a PDF file on CD or floppy, and this gives better-quality copies.

Print the newsletter two-sided and try to limit it to five sheets, so it stays under one ounce to save postage. We fold it in half to mail, so the back page is the outside.

When folded and addressed for mailing, the bottom of the newsletter should be a crease, not loose edges. It usually works best to print our return address upside down at the bottom of the outside page.

We can do the addressing either of two ways. You can give Stephen the outside page, all 200+ copies, and he can run them through his printer to print individual addresses on them. Or he can print sheets of mailing labels, and we stick them on.

When you buy stamps and photocopying, don't forget to use MIT's tax exempt number to avoid paying sales tax.

Lastly, we need to organize a mailing assembly party. Staple them, fold in half, staple closed at the top, address (if necessary), stamp. Do this on a Tuesday and you will have many hands.

File a copy of the newsletter (in the club filing cabinet in the Small Activities Office).

## 6 Our Phone Line

Keep the message on our phone line up to date. The phone line also needs to be checked every week or two for phone messages, as this is our published phone contact. Record the phone message as an "extended absence greeting," which forces callers to take explicit action to leave a message. Most caller simply want to hear the message, so this results in far fewer "hangup" messages.

Banner raids need special handling on the phone message because you want to include directions. Directions are long and fill up the entire message time. So don't include the directions until the day of the visit; people wanting directions before then can leave a message. But on the day of the raid, messages might not get checked. So use up the entire message if necessary, but give complete directions. Immediately after the dance, replace the directions-only message with the usual message.

### Phone and Voicemail

Our phone number is 617-253-7000 (x3-7000 from any campus phone).

To access our mailbox, call 617-258-6245 (xV-MAIL from any campus phone).  
To log in you will need:

- Mailbox: # 3-7000
- Passcode: (confidential)

Once you have logged in, a menu will be listed.

- Press “1” to retain the extended absense greeting

To change the greeting:

- Press “4” to enter Personal Options
- Press “3” to change greeting
- Press “2” to change extended absense greeting

To review messages:

- Press “1” to play messages
- Press “7” to erase messages

## 7 Our Web Site

Someone who is good with the Athena system should keep the on-line information on our Web site up to date. Our Athena “locker” is called tech-squares. Of particular importance is keeping the Spotlight page updated. Stephen has designed and implemented a scheme for auto-updates, but it requires a machine on which we can run a cron job.

### Spotlight Page

Here is how to access the Spotlight web page from Athena:

```
add tech-squares
cd /mit/tech-squares/www
[edit spotlight.html]
```

To edit spotlight.html, you need to check it out of RCS, make your changes, and check it in to RCS. All of this is most easily done with Emacs:

```
emacs spotlight.html
in Emacs: (C-x means Control and X pressed together)
menu bar -> Tools -> Version Control -> Check In/Out (or C-x v v)
[make your changes]
menu bar -> Tools -> Version Control -> Check In/Out (or C-x v v)
```

You will be prompted for a short description of the changes you made. When you are finished describing the changes:

```
menu bar -> Log-Edit -> Done (or C-c C-c)
```

## 8 To be added

This document should include as an appendix all the info, text, and descriptions to fill out these forms. Like, what does our IAP entry look like?