

Publicity report January:

Got good coverage on broadcast and print media for the Mini-Festival. Several people including myself and Bob Winans hand delivered photos to papers at the 11th hour. Channel 7 videotaped at the festival and aired on both the 6 and 11 p.m. news. Wrote thank yous to 7 and Harrison.

Dwain, Dale and I met once to plan television promotions for the Washington Folk Festival - we meet again tomorrow. We have two story line ideas to develop. Dwain will be storyboarding the images next and then one of us will draft a script.

I delivered a list of prospective subjects to WETA for their forthcoming Ethnic Arts program to air Feb. 25. I'll be in touch with them weekly hoping to input to the substantive part of this program when they select the participants. I took some of Dwain's slides with me to show them which was very helpful in discussing the groups available.

Drafted a response to the Metro article on Plain Folks Blowin' in the Wind with all the wrong data on us. Please comment.

Strongly suggest that the next publicity person or that an assistant develop another arm of PR to promote our performers - by mailing tickets and advance information about Mini, Washington, and Samplers, to a list of potential employers, grant givers, festival organizers etc. Tickets should also go to appropriate media along with special parking arrangements.