

Congratulations on your grant! Getting your message out to the community can sometimes be difficult. Use the steps below and the other info sheets to successfully market your COAHSI grant project:

MARKETING YOUR COAHSI GRANT PROJECT

1. **Write and send a press release, as well as a radio PSA.** A press release is simply an announcement of a newsworthy story that is issued to the press. A radio PSA is a public service announcement read on air by the DJ. In this case, we are announcing your event to the media outlets (contacts you send your press release or PSA to). Follow the info sheets to write, send, and follow-up on a press release/PSA. Personalized media contact lists are provided as part of the AIM services offered by COAHSI. To set up your marketing consultation, call 718-447-3329.

2. **Create a flyer.** There are many locations you can put your flyers out at. If the flyers are 4x9" or smaller, COAHSI can put them at the VISIT Ctr. in the Whitehall Ferry Terminal. If you choose to have a marketing consultation, you will receive a list of locations for flyer distribution. See the *Tips on Creating Your Flyer info sheet*.

3. **Send a direct mail piece, like a postcard or a brochure.** If you need people to send it to, bring in Avery 5960 laser mailing labels. COAHSI will print addresses for you. If you would like some guidance, be sure to set up your marketing consultation.

4. **Do an email blast.** If you have an email account, try to take the info from your press release and send an email blast or a mass email to your friends, family, and co-workers. If you already have a following for your art, send to them as well. COAHSI will include your event in our own email blast, called the COAHSI Member E-lert, which is emailed to over 300 members. You can contact other organizations that do email blasts and ask for inclusion, like MyStatenIsland.com. If you're not sure how to send an email blast, send separate emails out to everyone. Email is a very effective (and free) way of promoting your event.

5. **Submit your online calendar listings.** If you have internet access, you should send your calendar listing information out. COAHSI's online searchable calendar is a great way to spread the word. Be sure to submit your listing at www.StatenIslandArts.org. You can also search the internet for other online calendars or art forums to list your event with. Some prefer to have them entered and submitted on their site. Others will allow you to email them over. An advantage to online calendars is they are accessible to everyone 24 hours a day. So if someone who lives in Bayonne didn't see the SI Advance article, they can learn about it on GoCityKids.com. You can also include a photo many times, helping to enhance your listing. Those participating in AIM will receive a list of websites with local calendars.

6. **Change your voicemail message to include your event.** Even if it's just your home phone, let people know that you have an event coming up, similar to a theatre's voicemail greeting if you can. Also ask the event venue holding your program if they can add it to their voicemail.

7. **Talk about your event/exhibit to everyone all the time.** Ask friends and family to help spread the word. Maybe their corner deli can put out a few flyers. Remember that the borough has a north shore and a south shore. Try to get your word out Island-wide for a larger audience. If there is no admission charge, think of inviting select audiences, like senior or church groups.

To set up your AIM marketing consultation, call Erika Hellstrom at 718-447-3329.

