

Wenatchee Area Genealogical Society
Job Description

Publicity

Reviewed April 2023

This job description describes the way we publicize our meetings. As of this writing, we have not worked out a strategy for generally promoting WAGS in the community. We do have an informational brochure and business cards.

1. Assuming our current meeting setup on the second Monday of the month: Two weeks before the meeting (usually the last Monday in the month before the meeting), work with the Program Chair to create a flyer, or get from him/her, the flyer for that month's meeting.
2. Copy the flyer on colored paper, and mail it to the two local area libraries (East Wenatchee and Ephrata), and Wenatchee Senior Center. Cashmere, Chelan, Leavenworth, Peshastin and Waterville Public Libraries get their flyer via email (example: Cashmere@ncrl.org). (At this time the Wenatchee Public Library does not have a suitable display area for a flyer.) Mail copies of the flyer to the non-email members (two in 2023). Put a copy of the flyer in the WAGS History binder and one in the Minutes binder.
3. Email the flyer to the LDS FamilySearch Center chairperson:
[personal email—see Job Descriptions binder]
4. Email the flyer to the Okanogan County Genealogical Society:
[personal email—see Job Descriptions binder]
5. Two weeks before the meeting, email a notice to:
newsroom@wenatcheeworld.com
reporter@leavenworthecho.com (This also gets Cashmere.)

The Waterville Empire Press is being produced by the Wenatchee World as of fall 2022, so the newsroom@wenatcheeworld.com email is sufficient with a note to include Waterville. (KPQ's ncwevents@cherrycreekradio.com does not seem to be happening as of 1/2023.)

Here are examples of copy for the notice:

Zoom only:

The Wenatchee Area Genealogical Society will meet via Zoom at 2:00 p.m., Monday, March 9. Ohio-based researcher Dana Palmer will present “Connect Your Family: Useful Research Strategies.” Contact Library@wags-web.org to receive Zoom information; or call 509-782-4046 for general information. Free and open to the public.

OR, for hybrid meetings:

The Wenatchee Area Genealogical Society will hold a hybrid meeting on Monday, June 13 at 2:00 p.m. Meet in person at Douglas County PUD Auditorium, 1151 Valley Mall Parkway, East Wenatchee; and via Zoom (contact Library@wags-web.org to receive Zoom information). Call 509-782-4046 for general information. Free and open to the public.

WAGS connects, collects and protects family histories.

6. Email a flyer early in the week before our meeting to WSGSblog@wasgs.org and WSGSWebManager@wasgs.org for inclusion on the WSGS Thursday blog.
7. In the past, we have put a notice in the NCW Life Calendar (www.ncwlife.com/calendar) by filling out the online form. They have changed their format in summer/fall 2022, and I don't believe we are a good fit anymore. (Also, years ago, we would have short television spots that would cycle. I don't know if this is still available, or if it's still free.)
8. Put the meeting on our website under “Posts.” Use this wording: February Meeting for Members and Guests. Do not put in a category—we don't want people seeing “Members Only” and getting confused. Also make sure it gets on Events—same wording, no categories.
9. Update the posts to include the zoom information on our website for “Events” and “Latest News and Events” (Events and Posts) section as soon as it is available.
10. The museum newsletter is also a possible promo target, if our event involves the museum in some way. Contact: Ashley Sinner (888-6258) asinner@wvmcc.org

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