

14) Illuminator **Publicity** Committee

Purpose:

- To coordinate all news releases pertaining to the CGA/WAFC conventions.
- To photograph and publicize the convention and Illuminators convention events.

Committee Composition:

- 1 Liaison
- 1 Chairperson
- 1 Vice Chairperson
- 2 Committee Members

Pre-Convention Responsibilities:

- The CGA/WAFC Association will publish photographs of Illuminator officers in the Association magazine and convention program guide.
- The Publicity Committee Chairperson will need to contact the Sidelite (key contact with the Association who will relay all event specifications) and Spotlight (selects all committee members.)
- Contact committee members to confirm convention attendance and availability to work on this committee.
- After committee confirmation, draft a daily schedule of events which will need to be photographed and assign the committee members accordingly.
- Submit photographs and news releases relating to Illuminator pre-convention activities (rallies, board meetings, etc.) to the food trade press – obtain the food trade press contact list from the Association.
- Try to stay within a \$200 budget allowance for cameras (digital cameras ok), film, film processing, all preparation and publicity mailings. Inform the Headlite if you are unable to stay within the budget.

Convention Responsibilities:

- Conduct a committee meeting and assign members to:
 1. Become familiar with the camera, film and settings that should be used for different lighting
 2. Assign photo coverage for each of the following events:
Membership Breakfast, Golf Tournament, Command Post,

Greeters, Industry Breakfast and Luncheon, Special Event as well as any other Illuminator event.

3. Photographs of the convention activities should also be scheduled including the business sessions, banquets, etc.
4. Pictures of Illuminators and retailers “in action” should be taken – record the name, company and convention function of each photo taken.
5. Attend the Chairperson/Vice Chairperson meetings.

Post Convention Activities:

- Submit all film/digital photographs, news releases and a receipt for any expenses to the Spotlight.
- The Chairperson and Liaison should compile a recap for the Spotlight highlighting the successes, issues and challenges involved.
- Recommendations for future Chairperson, Vice-Chair and committee members can be made and sent to the Spotlight.
- Thank you notes should go out to all volunteers.