



A Grand Vision for the Heartland

Grow Grand Island Arts & Humanities Committee Meeting

Date*Time*Location 5-4-17 * 12:00 PM - 1:00 PM * Tom Dinsdale Auto	Recommendation Number and Name Arts and Humanities Committee
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<p>Attending: Tricia Beem, Tammy Morris, Charity Adams, Mandy Burkett, Don Deitemeyer, L.J. McCormick, Karen Neppl, Shawn Pfanstiel, Carol Schooley, Georgene Smidt, Deb Sweley, Curt Vodehnal, Susan Hauptmeier</p> <p>Guests: 5 community members</p>

TOPIC	DISCUSSION	ACTION/WHO	WHEN
Introductions	The group introduced themselves and the guests were invited to share their email address if they would like to receive notifications about future meetings and speakers.	None	n/a
Updates	Go Big GIVE raised over \$25,000 for area arts organizations and Hall County Historical Society raised over \$10,000.		
Presentation	<p>Tracy Overstreet and Steve White presented about how to write news releases and raise awareness for events. **See attachments for additional information and a sample format for a news release.</p> <p>News release tips:</p> <ul style="list-style-type: none"> - List two contact people on news releases, be sure one is available for questions or an interview, spell names correctly. - Be sure the contacts listed know their name and phone was provided prior to sending the news release. - Don't bury your message. Hint: Say it as if you had to summarize it on a 911 phone call in 1 sentence. - What, what where, when, why. Be sure to include the city & specific address. Coverage area is up to 200 towns. - Great to include a photo of someone involved, the project, etc. Pictures can get more attention. Direct quotes are great. - Send it out a week before your event to give notice for them to plan - Send news releases in word (not pdf). Reporters don't have time to rekey if there is a lot going on in the news. - Hold press conference in the area being covered, include if elected officials or relevant speakers will attend - TV interviews: use sentences (not one word answers), don't use acronyms, be short and succinct, to the point - It is difficult for reporter stop commit in advance because that could change depending on the news of the day - Don't send several press releases at once. Important or time sensitive information can get lost. Send them individually and use a detailed subject line on the email. (i.e. News conference, Tues 10am, new initiative to be announced) - Don't hesitate to follow up with a personal call if you haven't heard anything and you know its big news. Express why this is unique, important, etc. Send news releases to the person and the general news desks so nothing is missed if someone is on vacation or out of town covering a story. - Use "Embargoed for release at 10am May 30th" if you don't want it released prior to a certain date or time – Use BIG BOLD PRINT UP TOP – maybe only send this to people you've worked with a lot so it isn't out before you want it out - Letters to editor are 300 words or less. You can also ask to have it put on top under "Another opinion" - General station contacts: News@nebraska.tv, news@krgi.com, newsdesk@theindependent.com, 	None	n/a

<p>Next Meeting: Thursday, June 1, 2017, 12:00 - 1:00 p.m. at CHI Health St. Francis for a hospital art tour. ***MEET AT CHI Health St. Francis (in the main lobby)</p>

Volunteer Hours: 29 hours