

POTOMAC VALLEY WATERCOLORISTS

PUBLICITY POSITION DESCRIPTION

Average hours/month: 2 (~20 per year)

Overarching Responsibilities

- Ensure engaging social media presence, including posts on upcoming shows and award winning paintings
- Increase local awareness of shows by submitting press releases and photos to local newspapers
- Maintain updated list of key contacts and local press options

Detailed Description

- Publicize the 3-4 yearly shows
 1. Online show in March (**only social media required*)
 2. Green Springs Garden show in the spring
 3. Possible third in-person show
 4. St. Andrews show in November
- For the social media postings, at minimum Facebook and Instagram (potentially NextDoor)
 1. Early notification of show
 - Post e-invitation (*received from Exhibitions Chair*) and encourage attendance one month before the show
 - Repeat every few weeks until the end of the show
 2. After show opens
 - Post images of winning paintings (*received from Exhibitions Chair*) once a day until all winners have been posted and then repeat periodically until the end of the show
 - Repost e-invitation periodically until end of the show
 3. Publicize paint outs via social media, with participation open to the community
- For the newspaper and media outlets
 1. Email each outlet the press release and e-invitation (*received from Exhibitions Chair*) with a short request to include our information in their publication
 2. Send well in advance of the show
 3. Provide photos to publications as needed
 4. Use the following list as a starting point

UPDATED: AUGUST 2025

- **East City Art** <https://www.eastcityart.com/> requires 2 jpegs (paintings or consider social shot from last year) and a press release. A form to be filled out from their website. Contacts: phil@eastcityart.com; editor@eastcityart.com
- ArlNow arlingtonnews@gmail.com
- Falls Church News
Press ktoland@fcnp.com and newsandnotes@fcnp.com (2 jpegs)
- Embracing Arlington Arts (Janet Kopenhaver) -
- janetk@eyeonwashington.co
- Alexandria: gazette@connectionnewspapers.com
- Arlington: arlington@connectionnewspapers.com
- Patch: <https://patch.com/virginia/arlington-va/calendar>
- Arlington Arts: kpking@arlingtonva.us (Kylene King, Arlington Cultural Affairs/Arlington Arts)
- Elizabeth@artseedc.com (Elizabeth Carberry, DC area art blog)