

VAA Media, Advertising, and Publicity Responsibilities
December 1, 2004

General Responsibilities

- Publicize all VAA registrations and activities in direct mail pieces and local newspaper (Sun Current and This Week) advertising, as appropriate (2-3 times/year)
- Evaluate effectiveness of communications tactics to ensure publicity money is spent efficiently
- Create registration press releases for publication in local newspapers
- Create other VAA communications as needed (i.e., AVHS football program ad, Scholarship winners ad, VAA brochure, annual meeting ad)
- Evaluate other opportunities to increase awareness of VAA activities
- Assist sports programs with their advertising and promotions as needed
- Create miscellaneous materials – VAA magnets, banners, brochures, other ads, etc...

Registration Communication Detail:

Need to publicize each VAA registration approx one week in advance of registration dates. Communications need to include registration dates, time location, and sports registering, and direct people to VAA website for more info.

- Mailers can be to all HH in AVHS boundaries, or, to VAA database (efficiency of each method currently being evaluated)
- Press releases detailing registrations info should be faxed or emailed to the sports department of each of the two local papers approx 2 weeks before the registrations (to meet the papers' deadline to get in the publication the week before registrations). This is free, efficient way to publicize registrations
- If utilizing VAA database, approximately, once per year include "Return Service Requested" on mailer – can then eliminate undeliverable mailings

VAA Annual Meeting

- Create ad to promote the Annual Meeting Agenda. Must be advertised in local paper at least two weeks prior to the meeting

Scholarship Winners

- Create ad to promote the annual VAA Scholarship winners

Suggested calendar for activities:

Month	Activity
January	Prepare February registration publicity (mailer and press releases)
February	
March	
April	
May	Create and place VAA Scholarship winners ad.
June	Prepare July registration information (mailer and press releases)
July	
August	Eagle football program ad
September	VAA brochures
October	Publicize VAA Annual Meeting (ad or mailer)
November	
December	Prepare January registration mailer & PR (if January registrations)