

Marketing materials and Nomination Forms were not finalized for publicity materials until late February. Having a part-time graphics artist along with the approval processes, edits and re-edits inevitably hold back most deadlines, no matter how early we start on a campaign. We have a yearly budget of \$12,000 for ALL publicity materials which includes: gallery receptions, signature events, education, collaborations and LARP.

TELEMUNDO and UNIVISION
in March and April
TV announcements and 3 on-air interviews

CHANNEL 6
Ran a graphic announcement for a month at random times.
Public Access with Peggy Vasquez
announcement made several times during 2 shows.
KOOP Radio: I contacted their office three different times 512-472-5667, no response.

POSTERS:
Most City Rec Centers (18)
Cristo Rey Church and Guadalupe Church
Mr. Natural
Juan in a Million
Austin Film School (east side)
Las Casuelas
Terrazas Library
Gloria took it to Libraries

Attachments:
NEWSLETTER:
5 issues X 6, 441 recipients = 32,055
Social Media:
Website/twitter
FACEBOOK 1,500 + Facebook friends

PRINT ANNOUNCEMENTS:
Over 15k readers between TODO Magazine and ARRIBA

30 + E-MAILS: names and email addresses:
From Linda's contacts with letter and Nomination Form

INFORMATION TABLE and WORD OF MOUTH:
2 consecutive nights at the entrance of MACC during SXSW week, March 18, 19,
All ESB-MACC events between February and April had table with information about AE.
Staff members spoke to numerous visitors about the award, and also made phone calls.

Linda I. Crockett 5/5/2015