

Annual Report ~ Public Relations

May 10, 2017

2016 WGB Exhibit and Sale

Press releases were sent to 29 Boston area newspapers and museums, as well as weaving guilds throughout the New England area. For members who filled out press release information forms, I sent press releases to their local newspapers. Thanks to Nancy Barry and a group of WGB volunteers, packets with a poster and postcards were delivered or mailed to yarn shops, galleries and art associations.. Press releases were sent to Handwoven and Complex Weavers. Posters and postcards were given to WGB members for distribution. An ad was placed in the Weston-Wayland newspaper the week before the sale.

This spring, I am updating the mailing list of Boston event websites, newspapers, weaving guilds and museums. I have also created a suggested Publicity Schedule for the 2017 Sale which I hope will be useful to the incoming Public Relations Chair.

Other

For WGB Facebook, I published items on WGB monthly meetings and workshops. I am currently working on an article on the WGB and Plimoth Plantation relationship including the program presented by Plimoth Plantation at the April WGB meeting. This will be sent to Handwoven Magazine and the Plymouth newspaper.

The rack cards, created by Judith Shangold, continued to be distributed to new locations, including Plimoth Plantation.

Diane Chaisson, Beth Guertin, Carol McLennen and I met with Lesley College student Emily Tipple on her *Brand Realization* project which focused on the Weavers' Guild of Boston. After sending out a questionnaire for feedback as well as research, she recommended renaming the organization The Boston Weavers' Guild and suggested a new logo focused on the letter B "to reach a younger audience and celebrate their 100th anniversary with a fresh face". Although Emily's study was found interesting, the Board decided not to adopt the suggested organization name or logo at this time

Two Areas I Suggest be Expanded during the Coming Year:

--More publicity in the Boston Globe, Boston Herald and tV stations. This will be especially important if there is a new sale location.

--More publicity in the Westborough area regarding WGB monthly meetings to encourage those interested in weaving to come to meetings and become members.

Sue Knowles