

## **\*\*PUBLICIZING YOUR NHS EVENT\*\***

If you are planning an event--a performance, a meeting, a fundraiser—good publicity can make the difference between a great turnout and a disappointing one. Good publicity also keeps the wider community aware of the talents, goals, and hard work of our students and staff. So whether the goal is to boost attendance or to spotlight something special, it is worth sending out the word to the NHS and the larger communities. Here are guidelines for publicizing your event—follow them all for a performance, large fundraiser, or other unique event. For a smaller event (for example, a meeting), the “For Every Event” ideas should suffice.

### ***FOR EVERY EVENT:***

#### **Put an announcement in Hamp Highlights:**

Hamp Highlights is NHS’s monthly parent newsletter, published by the PTO. It is mailed to every NHS household at the beginning of the month. Items for publication must be submitted by the 15<sup>th</sup> of the previous month (i.e. if you want your event to be announced in the November newsletter, your deadline is October 15.) This is the best way to reach NHS families, because everyone receives it; it is also published in Spanish. Items can be submitted to the NHS front office, or sent electronically to PTO president Marcy Straley at [NHHSPTO@aol.com](mailto:NHHSPTO@aol.com).

#### **Create an announcement flyer:**

An 8 1/2 X 11 flier can be posted in the NHS hallways, and students can also post them in places such as the YMCA, Smith College, downtown bulletin boards, etc. (a list of possible posting sites follows these guidelines on the NHS website).

#### **Send an announcement to the newspapers:**

Local newspapers notify readers of NHS events in their free calendar listings. Addresses, contact names, and deadlines for local papers follow these guidelines. Local media also often appreciate the opportunity to take a photo or run an article about local happenings. You can invite them to write a feature on your event—see the contact names and time frames that follow.

#### **List your event on the NHS website, [www.hamphigh.org](http://www.hamphigh.org):**

The NHS website, [www.hamphigh.org](http://www.hamphigh.org), has a box on the homepage which lists upcoming events. To have your event listed there, send an email with the details of your event to Ellen Nigrosh at [enigrosh@aol.com](mailto:enigrosh@aol.com) (584-5537).

#### **Post an announcement to the NHS email list:**

The NHS email list, called NHS UPDATE, reaches a large number of NHS parents and teachers via email. You can post an announcement to this list by sending it to [update@hamphigh.org](mailto:update@hamphigh.org). Such announcements will go out to the list within a day or two of being sent; note that all messages to this list must include the sender’s name.

---

### **Submit an announcement to the NHS Daily Bulletin:**

The Daily Bulletin is read aloud to NHS students at the beginning of each school day. Copies of it are available in the NHS front office, and it is also posted at [www.hamphigh.org](http://www.hamphigh.org). Items for inclusion should be submitted to the office.

### **Sign:**

To post your event on the front lawn marquis, speak to the front office staff at least two weeks in advance.

### **Note on the Master Calendar:**

*A master calendar in the principal's office tracks every meeting, event, etc. taking place at the high school. Be sure your event is known to the office staff as soon as you have a date. This way, others choosing dates for other events will be aware of yours, and can possible avoid conflicts, such as competing for the same audience or attendees.*

### **ABOVE AND BEYOND:**

#### **Press Releases:**

You can prepare a press release (sample follows these guidelines on the NHS website) to send to local radio and TV stations in addition to the papers. You never know who will pick up on the story! Nancy Lippie in the superintendent's office can help write and distribute. Contact her at 587-1331 ([nlippie@nps.northampton.ma.us](mailto:nlippie@nps.northampton.ma.us)).

#### **Postcards**

If you have the extra funds and time, consider creating postcards about your event to be placed in piles at establishments around town—many Northampton merchants will put them near their cash registers. An economical way to do this is to create an 8-1/2 X 11 sheet on a word processor with four copies of the postcard on it. Reproduce several copies, then use a papercutter to split them in fours (enlist student help!!).

#### **Posters/Signs**

Again, if you have the funds and time and help, consider creating (or having an artistic student create) a few attractive posters. Ask merchants if you can display them in their windows. Large posters can go in the hallways at NHS and JFK; smaller ones (up to 11 X 17) are better for merchant sites. For some events, people have even staked large wooden signs into the ground near the NHS and JFK driveways.

#### **Ads**

If you have a budget that allows it, consider running a box ad in the Gazette. Call 587-1300 for information and prices.

#### **Other Newsletters**

You can send announcements of your event to the various elementary school principals, for inclusion in their schools' take-home newsletters.

---

## CONTACT

Daily Hampshire Gazette  
(2 copies—for arts Editor & Hampshire  
P.O. Box 299  
Northampton, MA 01061  
(413) 584-5000  
FAX (413) 585-5222  
[lparnass@gazettenet.com](mailto:lparnass@gazettenet.com)  
[ddenicola@gazettenet.com](mailto:ddenicola@gazettenet.com)

Valley Advocate  
116 Pleasant St. #3350  
Easthampton, MA 01027  
Attn: Amy Kroin  
(413) 529-2840  
FAX (413) 529-2844

Springfield Union News  
1860 Main St.  
Springfield, MA 01102  
Attn: Ray Kelly  
(413) 788-1200 or (413) 584-2900/Northampton  
FAX (413) 788-1301

Greenfield Recorder  
P.O. Box 1376  
Greenfield, MA 01302  
Attn: Tom Derrico  
(413) 772-0261  
FAX (413) 774-5020  
[calendar@recorder.com](mailto:calendar@recorder.com)

Springfield Journal (Bravo)  
Arts and Entertainment  
250 Albany St.  
Springfield, MA 01105  
(413) 747-2947  
FAX (413) 747-2949

MassLive (web page)  
136 West St.  
Northampton, MA 01060  
Attn: Colleen Stone  
(413) 586-2777, x226  
FAX (413) 584-9325  
[cstone@masslive.com](mailto:cstone@masslive.com)

The Artful Mind  
HC 65, Box 44  
Gt. Barrington, MA 01230  
(413) 528-5628  
FAX (413) 229-8041  
[artfulmind@yahoo.com](mailto:artfulmind@yahoo.com)

## DEADLINE

Meeting notices – Monday of the  
preceding week  
Noon Tuesday for Hampshire Life  
Larry Parnass/Arts  
Dan Denicola/Hampshire Life

3 weeks prior to event

3 weeks prior to event

10 days before event  
(listings on Thursdays)

3 weeks prior to event

2 weeks prior to event

2 weeks prior to event

The Women's Times  
1 Federal St.  
Springfield, MA 01105  
(413) 747-0866  
FAX (413) 755-6101  
[pvwtimes@valinet.com](mailto:pvwtimes@valinet.com)

15<sup>th</sup> of month prior to event

WFCR  
P.O. Box 33630/Hampshire House  
Amherst, MA 01003-3630  
Attn: Charlene Scott  
(413) 545-0100  
FAX (413) 545-2546

2 weeks prior to event

WRSI/The River  
100 Main St.  
Northampton, MA 01060  
Attn: Arts Calendar  
(413) 585-9555  
FAX (413) 585-8501

1 week prior to event  
(also has interview show)

WHMP  
15 Hampton Ave.  
Northampton, MA 01060  
Attn: Jim Campbell  
(413) 586-7400  
FAX (413) 585-0927

2 weeks prior to event  
(also has interview show)

Channel 22  
(413) 786-2200  
FAX (413) 786-8179

Northampton Community Television  
71 Bradford St.  
Northampton, MA 01060  
Attn: Jeff Zomek

Channel 40  
1300 Liberty St.  
Springfield, MA  
(413) 733-4040

Channel 57  
44 Hampden St.  
Springfield, MA  
(413) 781-2801

---