

DENVER UNIT 361 PUBLICITY MANAGER RESPONSIBILITIES

The Publicity Manager

Coordinates publicity for unit events.

Participates with the Regional committee(s) in flier development for the Regional(s). Ensures that all tournament fliers (Regional, Sectional and 299er) are designed, printed, and distributed to playing sites and to key contacts via personal delivery or mail. Ensures fliers are posted to the ACBL website. Periodically reviews mailing lists.

Emails tournament notification, fliers and other information to potential tournament attendees via Pianola (or other email service). Participates in other email notification from the Unit that may occur from time to time.

Works with Tournament Chairs and Unit President to provide descriptive and link-enabled ad copy for online ad sources (Scorecard, Bridge Buzz). Works to provide ads or ad information to Scorecard, Bridge Buzz and other outlets. Periodically considers and recommends cost-effective alternate advertisement and communications sources including, but not limited to The ACBL Bulletin, social media, newspaper, radio, and TV.

Skills Needed

The Publicity Manager should have moderate to advanced skills with Microsoft Office tools including Word and Excel. The Publicity Manager should be able or willing to learn to:

- Effectively edit documents and ad copy for accuracy, language, grammar, readability and general appearance.
- Maintain and create mailing lists from a spreadsheet using mail-merge tools.
- Create active email and html links in advertisement copy and on fliers.
- Perform basic cropping functions on pictures using Paint, Paint 3D, or a similar tool.

Activities and Instructions

Below are descriptions or instructions for:

- Getting Started as Publicity Manager
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Getting Started as Publicity Manager

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If you are new to this position, you will first want to activate your Pianola account. Pianola is the tool used by the ACBL to effect mass mailings to unit members and to nearby ACBL members. Work with the Unit president to make sure you are recognized by the ACBL as the publicity contact, then send an email to emailservices@acbl.org to request “Pianola Activation”.

When you come on board, the January Sectional flier will have been printed and distributed. Your first flier production will be for the March Sectional and for the Spring IN Sectional. These will need to be ready prior to the January tournament. Talk with the tournament chairs to see if scheduling or content changes need to occur. You should be able to use the past fliers as templates for the new one.

Timing of Fliers, Ads, Mailings and Emails

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1. Prior to each tournament, prepare and print fliers as appropriate. Follow the instructions in **Create Mailing Lists and Packets**. Fliers and packets that should be available at each sectional:

Tournament	Mail Packets	Fliers
January	March sectional, Spring IN	March sectional, Spring IN, Regional
March	July sectional, NLM Regional*	July sectional, Regional, NLM Regional*
May (Regional)	(NO PACKETS)	July sectional, (Regional), NLM Regional*
July	November sectional, Fall IN	November sectional, Fall IN
November	January sectional, Regional	January sectional, Regional

*if NLM Regional is hosted by Denver

2. Following each sectional, mail any packets not picked up.
3. ADDITIONAL INFO NEEDED

Email Notification (Pianola)

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The current method of sending out emails to players in the unit or the region is to use a tool called Pianola. This tool obtains information from the ACBL in order to send group emails to selected targets.

To obtain a Pianola account, you must be listed as a board member for the unit (work with the Unit President to ensure you are active). You can verify your board function status at [MyACBL](#) (If the officer list is not displayed select “Unit Officer Elections” in the left column. Once you are listed, email

Tournamentemails@acbl.org and request Pianola access as a Unit Publicity Manager. You will be given a user-id and password for the Pianola site.

Initial notification of sectional tournaments should be sent out approximately a month before the tournament. Follow up emails may be desired a week or two before the tournament.

Creation of messages is fairly straight forward:

Click on the Messages tab.

To look at a previous message as a sample, find a message similar to the one you want to send, click on the subject, and near the bottom of the page, press the "View Email" button. A new tab will open in the browser with the message content you may wish to borrow from.

To create a new message:

General Flier Information

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At this writing, fliers are printed for the Regional, 4 sectionals, 2 IN sectionals, and (if held by Denver) the NLM Regional.

Tourney	Flier Format	Copies	Availability	Distribution
Regional	Land, color, 2 side, glossy, heavy	Unknown	Late July	Nationals. Regionals and sectionals as possible. Sectional mailing list.
NLM Regional	Land, color, 1 side, medium weight	1500	At January sectional	Nationals. Regionals and sectionals as possible. Sectional mailing list.
Sectional	Port, color, 1 side, 19-21lb	850-1200	At prior sectional	Nearby regionals/sectionals as possible. Sectional mailing.
IN Sectional	Port, B&W, 1 side, col. paper	600	At prior sectional	Nearby sectionals as possible. IN mailing.

For editing purposes, it is good to work with a Word format document. PDF editors require additional tools and usually mean a monetary cost. Once edited, a Word document should be converted to PDF to allow posting to the Denver, District and ACBL websites, and to use in emails. Keep the original Word document, however. It can be modified easily for last-minute changes or used as a template for the next tournament.

Regional Flier Information

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NLM Regional Flier Information

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Creating Sectional Fliers

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Sectional fliers are created shortly before the start of the previous sectional.

These instructions assume a relatively current version of Microsoft Word, the ability to crop a picture with "Paint" or "Paint 3D" and use of a previous flier of significantly similar format.

1. Copy the Word-format template flier to "**Sectional YYYY-MM draft.docx**" where YYYY-MM is the year and month of the sectional that you are creating.
2. Search for an appropriate picture to use for the new flier – As an example google search: "Denver Fall Pictures" (consider the fact that the same picture may be used, though cropped differently in other advertisements – Scorecard, BridgeBuzz, or email notifications.) Save the picture you want on your computer.
3. For the flier, use your paint tool to crop or resize the picture so that the height is $\frac{1}{4}$ the width (for instance, if the original picture is 900 wide by 600 high, crop the height to 225). Save your edited picture.
4. Open the draft flier. Right-click on the top picture, and select "Change Picture..." in the menu. Replace the picture with the one you just edited.
NOTE: Some pictures work well with black or dark lettering, some work well with white lettering. Some pictures have too many color changes to be useful. You may have to repeat steps 2-4 to find a more appropriate heading picture. On occasion, it may make sense to use tools within Word or your picture editor to darken or lighten the entire picture. The first time you do this, it may take some time to get the right picture with usable colors, but it gets easier.
5. Modify the title colors as needed.
6. Change/correct the name of the sectional in the title to reflect the season.
7. Correct the sanction number.
8. Change the dates of the tournament to reflect the days that the tournament will be played.
DON'T FORGET THE YEAR.
9. Choose a darker color from the picture, and change the colored lettering in the left column to match. NOTE: In this section the document has a white background. A darker color shows better.
10. Make any board-directed scheduling changes.
11. Add special event notification (Examples: the November tournament has the annual election meeting; in July 2019, the Sectional was held in conjunction with the NLM Regional.)
12. Review location, legal and contact information, and links - make changes as needed.
13. Ensure the document fits cleanly on one page and takes up the whole page. For larger schedules (i.e. November), reducing the font size on lines between groupings may help. The reverse may be done to expand the document.

14. Save the word document. Save the document as a PDF. Send the document to unit board members for feedback. Apply changes as needed and save it again.
15. Send the PDF flier to tournaments@acbl.org (Subject line = Sanction number) for ACBL approval and posting to the ACBL site. *(It is preferred to get ACBL approval before printing, but time constraints may mean bending these rules.)*
16. Work with the webmaster to post the flier to DenverBridge.org and to update appropriate links.
17. Print the flier. Current color rates mean that printing 1000 copies may be cheaper than printing 800. For all sectionals except July, print 1000 copies. Because we advertise the July Sectional at the Regional, print 1200 copies for this sectional. Review and adjust these numbers based on history and current mailing information (reserve the amount indicated for sectional mailing in the spreadsheet for mail packets).

Creating IN Sectional Fliers

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These instruction assume a relatively current version of Microsoft Word, and use of a previous flier of significantly similar format.

1. Copy the Word-format template flier to “**IN YYYY-MM draft.docx**” where YYYY-MM is the year and month of the sectional that you are creating.
2. Change/correct the name of the sectional in the title to reflect the season.
3. Change the dates of the tournament to reflect the days that the tournament will be played.
4. Correct the sanction number.
5. Make any board-directed scheduling changes.
6. Review legal, contact information, and links - make changes as needed.
7. Ensure the document fits cleanly on one page and takes up the whole page.
8. Save the word document. Save the document as a PDF. Send the document to unit board members for feedback. Apply changes as needed and save it again.
9. Send the flier to tournaments@acbl.org (Subject line = Sanction number) for ACBL approval and posting to the ACBL site. *(It is preferred to get ACBL approval before printing, but time constraints may mean bending the rules.)*
10. Work with the webmaster to post the flier to DenverBridge.org and to update appropriate links.
11. Print the flier. 500 copies on **colored** paper (reserve the amount indicated for I/N mailing in the spreadsheet for mail packets).

IN Coupons

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Other Events

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Need info on Front Range challenge, special classes here.

Creating Mailing Lists and Packets

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Other Advertisements

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