



TUCSON AMATEUR ASTRONOMY ASSOCIATION

PUBLICIST

POSITION DESCRIPTION

1. **Title:** Publicist

2. Position Summary: The Publicist sends out the publicity for TAAA meetings and some TAAA special events that are open to the public.

3. **Specific Procedures:**

- The Publicist's focus is on getting information for the TAAA monthly meetings ready for the TAAA website and Tucson community calendars. The main goal is to have consistent entries each month on a few reliable published community calendars. Below are the two most reliable outlets for publishing our events. The Publicist may identify other suitable calendars

1. Submission form for AZ Star online

http://speedway.tucson.com/calendar/manage.php?template=star&action=addevent&sec_t=4e1e0a92ecc986c231c7a59d1d9fbb36f9485008

2. Submission form for Tucson Weekly online:

<http://posting.tucsonweekly.com/tucson/Events/AddEvent> (password is taaa16)

- The Publicist will need to establish an account to publish to community calendars. The Publicist should use publicist@tucsonastronomy.org" email address whenever possible for registrations.
- Each publisher requires different information and will have different publishing deadlines. It is the responsibility of the Publicist to know these deadlines.
- The publicist works with the scheduled speaker. The speaker is asked by our Invited Speaker Coordinator to provide a title and a couple of paragraphs about the presentation and themselves, and a suitable photo with proper credits. When

necessary, the Publicist works with the speaker to modify what is provided for improved readability and interest.

- While long descriptions can be written for the TAAA website and for the Arizona Star, we are limited in The Tucson Weekly to 30 words. With limited space, the goal is to get the most important points across.
- The Publicist writes the publicity for our Special Events such as the Tucson Astronomy Festival and handle all special publicity of these events. The publicity for our Special Events normally starts about 4 months before the event.
- The Publicist maintains a record of how meetings were published. A report of Publicist activities will need to be submitted to the Board of Directors at the end of the year.

4. Additional Information:

- This position does not have a budget. We do not advertise in print ads, everything is put on calendars, for which submissions are free.
- The main challenge is getting speakers to send information in a timely matter. Badgering helps.
- No assistant is needed.
- No abbreviations or acronyms.