



Publicity Report2009

Publicity for the Heritage Society in general and for the Knaut Rhuland House in particular was a cooperative effort between myself and the executive director, Rick Wilcosh.

Print publicity was bought in the Doers & Dreamers Guide of the NS Department of Tourism, in the Festivals and Events Guide of the Department of Tourism. Also Ads were placed in the Progress Enterprise, and the Chronicle Herald. The latter in their "Where to Play on the South Shore" flyer as well as in the South Shore Calendar of Events that comes with the flyers twice a week. The latter is a freebie the former costs big bucks.

Lighthouse Publishing offers deals when one places ads in two or more of their special events flyers. The KRH was in the Craft Festival, Wooden Boat and Folk Harbour Festival flyers as well as in the featured "Postcards" flyer in 2009.

An ad was purchased in the Greater Halifax Visitor Guide in 2009. This was placed in a section sponsored by the towns of Mahone Bay & Lunenburg.

In addition we had an article published on March 24th, 2009 written by Robert Hirtle re the guest speaker Graham Duffus at our AGM. Robert is very good about responding to requests to cover special events associated with the LHS. He also gave photo coverage to our Wassail in December as well as photos and essays on the activities at the KRH through out the summer.

I would like to thank Rick for creating the ad that was used in the Festival & Events Booklet. I would also thank Judith Carey to the remainder of the print ready ads that were submitted to other publications...all this volunteer effort is a huge saving to the Society.

Advertising today is more and more in the electronic field of web sites, Facebook and the like. Thanks to Judith, Rick & Neven Luck we have a very good web site at www.lunenburgheritagesociety.ca As well we are on several web sites associated with tourism in the province as well as on museum websites..

Rick has created a Facebook Page as well if you would like to check it out...

IN addition to the above the Society uses Posters to advertise the KRH and special events sponsored by the Society such as the Speaker's Series. There are over 30 sites where these can be mounted in town.

We take what we can get for free and pay for the rest....keeping advertising costs to about \$1200.00

Respectfully submitted,
Sue Kelly
March 29, 2010

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