

Lambeth Art Association
PUBLICITY JOB DESCRIPTION DRAFT
New position for 2026

Preparations:

Lead to ensure the volunteer sign-up sheet is filled prior to the show.

Lead to contact **Publicity volunteers** in advance to remind them of their shifts and to let them know what is expected of them.

Lead to coordinate with Social Media Coordinator (Facebook and Instagram) and Website Administrator as needed

Time:

Procedure:

Show and Sale postcards and poster:

-Design (consider reusing last years' and just updating the dates and image) and printing (Image Graphics and Signs)

-Coordinate distribution of postcards through a centralized **Distribution List**; members commit to drop-off to and monitor specific places.

-A local storefronts to hang posters. IDEA: *Have we ever considered using local businesses as sponsors?*

-Send a promotional postcard to every art store and gallery within a 1 1/2-hour drive – **Lisa Staton** volunteered to do this.

Paid Advertising:

-Lambeth and Byron Villager magazines

-LFP and Londoner

Free Advertising:

-*Reader to Reader* runs every second week in the London Free Press; put “reader” in the subject line lfp.letters@sunmedia.ca

-Email a brief announcement and the postcard to all local art groups and ask that they announce it on their Facebook page.

-Send out a Media Release to the London Free Press and to Daytripping.

-Send out a Media Release to local radio stations as well as CBC and CTV London.

-Ask Forest City Gallery to list the Show and Sale on their website.

-List as an event on the London Arts Council's and Tourism London's websites. Do both through Tourism London: <https://www.londontourism.ca/events/submit-your-event>

Tourism London Guidelines - Have an upcoming event in London, Ontario you would like to promote? Let us know! Submit it for free and we will add your event to our events listings section. Tourism London is your one stop source for all local concerts, festivals, theatre, live music, sporting events and much more in London, Ontario. Fill out the form to have your event listed on Tourism London's website. We will notify you when your event has been submitted. Please note that all

What was sent in 2025: Lambeth Art Association's 50th Anniversary Show and Sale takes place May 1, 2, and 3. This free three-day event offers the public an outstanding opportunity to meet local artists and purchase original pieces. Included will be framed and unframed work in a variety of media including acrylic, watercolour, oil, coloured pencil, mixed media and textile. Styles range from traditional to abstract. Thursday is opening night, and visitors get first pick of available work. The Lambeth Art Association has been in continuous operation since 1972 when it was birthed by five like-minded individuals. It has since grown to embrace 129 members. The Association fosters relationships between local artists of all skill levels living in the London, Ontario area. We encourage emerging artists and afford them networking and educational opportunities. The yearly show is not to be missed! For additional information, visit: <https://www.lambethart.com/> Image: "Tree Peony" by long-time member Helen Bruzas.

Emails:

Deborah Stephen sends out two sale emails to individuals on the latest list of customers and visitors. The first one is sent out in March and is the Show and Sale postcard. A second is sent out one week before the sale.