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PARADE PUBLICITY AND COMMUNICATIONS

This year we are striving to provide as much visibility for you, your business, your company, etc. as possible.  In order to accomplish this goal we need YOUR cooperation and assistance.  For years, WTLK and WACB have provided a broadcast of the parade for people who cannot attend.  This year we are trying to take this one step further – we will be providing a delayed feed to be broadcast multiple times on the Government Channel for Channel 192 on Charter Communications or Channel 99 on ATT U-Verse.  In order to accomplish this goal and to expand the radio broadcasts, the announcers need information in order to have something to communicate.  THEREFORE, we need YOU to provide us with some information (as much as possible.)  We may not be able to use all of the information, but we will try.

NAME OF BUSINESS, ORGANIZATION, ETC.:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WHAT YOU DO: (Example:  What you make, community service, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_

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NUMBER OF EMPLOYEES, VOLUNTEERS, MEMBERS, ETC.:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IF MORE INFORMATION IS NEEDED, PLEASE CONTACT:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

KIND OF VEHICLE PULLING YOUR ENTRY:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NAME OF PERSON DRIVING VEHICLE:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NAMES OF PERSONS RIDING ON/IN YOUR ENTRY:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(Attach additional pages IF more space is needed.  Thank you!

Please provide a holiday greeting for the radio and television audience.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Questions:  Phone Dwaine at 828-320-7614 or e-mail me at alexanderchristmasparade@gmail.com)

SUGGESTION:  Last year several establishments highlighted the services which they provide, for example, XYZ Clothing presented persons who shop with them in clothing that they sale - a description of the clothing, name brands, etc. was provided … need more help?  XYZ Club featured its members in the back of a truck and told the listening audience that they conduct an annual food drive and provide workers for Habitat each month; XYZ Manufacturer presented information about their employees and featured their outstanding employees for the month and told the types of items that they manufacture … THIS IS PUBLICITY WHICH YOU ARE PURCHASING!  Take advantage of the opportunity!