

THE NORTH AMERICAN LILY SOCIETY, INC.

A SOCIETY TO PROMOTE THE CULTURE OF LILIES IN NORTH AMERICA



PUBLICITY COMMITTEE REPORT

1971

The Publicity Committee has tried during the past twelve months to disseminate information on lily growing and research in general, and news of NALS activities in particular, to all members of the Garden Writers Assoc. and the editors of national garden magazines and other horticulture and trade journals.

Notice of major award winners are sent to papers in their hometown immediately after the show. Where they are known, county weeklies and local press is included, since they are more likely to use this type of material than large city papers.

In March of 1971 a "News from NALS" sheet was sent to 307 garden writers. It is difficult to know how this was accepted. Some tear sheets were received and Fred Abbey reports some LGL sales were made. It is hoped to send this sheet out twice a year, in March and again in Sept-Oct.

Apparently including a review of the Yearbook in the newsheet, produced fewer newspaper reviews. If the budget can stand it, a separate mailing is recommended next year. Also it seems very few tear sheets are sent unless the free yearbook offer is made.

To reemphasize our show, separate letters were sent to national magazines and journals about three weeks after the newsheet.

One writer from Texas asked for some glossy photos. Your chairman was able to obtain some from USDA-Beltsville to satisfy this request.

The Committee is currently considering mailing a new review copy of LGL to selected Garden Writers and the "List of Lily Dealers" to the complete list.

Respectfully submitted,

Ronald Chiabotta, Chairman