

AAUW Poughkeepsie Branch, Inc.
Publicity Chair
Annual Report June 2015

The goal this year was to raise AAUW visibility in the community. The focus was on meetings and events which were open to the public and had general community interest.

Articles and press releases were sent regularly to local newspapers, the branch Facebook page, a local magazine, and various media outlets. An Op Ed article was submitted and accepted but was not printed. Information was used from both our website and the national AAUW website and was sent to local community calendars as well.

We regularly had postings in the Poughkeepsie Journal calendar and were able to have a few articles printed in local papers. Most were not printed or had very limited space. In terms of print visibility, it was not a very successful year.

It would seem that our best results are from word of mouth, forming coalitions with groups which will share information with their members, and attending community events with AAUW information.

Betty Harrel

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