

Publicity

While we are not publicists, experience has shown us that these are some good avenues for getting the word out about your upcoming event. Please feel free to be creative and pursue contacts and ideas you might have--don't think you have to limit yourself to these suggestions! (And if you do come up with something new, please don't hesitate to share it with us!) If Nancy can help you in any way, please don't hesitate to contact her at:

<mailto:nnrue@hughes.net>

Also, feel free to use any information you take off our website.

1. Local Newspapers—We can send you a press release template which you can fill in and beef up as you like. At the very least, get the event on the paper's community calendar.
2. Local Broadcasting—especially Christian and local NPR stations, which often have community calendar announcements. For events outside the Nashville area, Nancy is willing to do a phone interview ahead of time if you will make the calls and set that up—in the Nashville area, Nancy can be scheduled for in-studio interviews.
3. Home School Groups Within a 100-mile Radius—You'd be surprised how far home school parents are willing to bring their kids! We are still working on how to access such groups, but the Internet proves to be extremely useful here. Often libraries and large churches will have lists of home-schoolers, and we can provide you with fliers to send to them, which will include our website address should people want to learn more about Nancy Rue and her home schooling ministry.
4. Posters—Place in areas most frequented by home schooling parents, such as local churches, libraries, Christian books stores, teaching supply stores, grocery stores and community centers. If you are interested in posters, please contact us no less than one month out from your event, preferably six weeks. Publishers are often kind enough to produce these for us, but they do need advance notice.
5. Word of Mouth—always the best publicity. Key home school parents who are willing to make announcements in their home churches or start a phone tree are an amazing advertising force. You might also talk up the event with people who meet the public frequently, so that if the subject comes up, they have the information to relay. We can provide extra fliers for you to give to ministers, bankers, retail business owners, hairdressers, restaurant managers, post office workers, health care professionals, car salespeople...Think of anyone you know who likes to chat with the people they meet and enlist their help.
6. Local Public Access Cable—most stations have a community calendar.

Remember, although we are charging a fee for this event, it is a service that can be of tremendous help to kids and parents. If they don't know about it, they can't take advantage of it and benefit from it!