



HOW, WHERE & WHY TO SPREAD THE WORD ABOUT BUTTON COLLECTING

PRINT MEDIA

More and more newspapers limit space for local news, and many do not offer "community news" anymore. In their place are small weekly editions or newsletters which you find in coffee shops etc.

ONLINE MEDIA

Community Facebook pages as well as the online news chat called "Nextdoor." Subscribers get local news and events delivered to their inbox daily.

NEXT STEPS

As soon as you find one for your area, contact the editor explaining Button Collecting.

Find out deadlines and "how-to" to submit (email, hard copy, fax, etc.) and specifications for photographs.

Check if there is an Online Calendar for the publication and if so, regularly enter your events.

Remember Chamber of Commerce, travel brochures, etc., in your region.

Invite a reporter or editor to your meeting/library display etc.

MAJOR MEDIA

Review major media outlets for a couple of weeks — research what human interest stories are featured. If there is one focusing on art/antiques/history or collecting, save the articles for future reference. (focus, word count, illustrations)

Note the journalist's name and, when appropriate, contact them personally (short email, no time for long discussions).

Explain why and who are the collectors in the region and ask if you can send more details and photographs to show the extent of button collecting, jewelry making, crafts, or button shows or displays.

INTERNET

Keep a list of links to Internet resources. Websites, Facebook, Instagram, and YouTube, may provide links to places you never knew existed.

Travel, "What's On," App: Nextdoor, etc., may have places willing to publicize your activities.

RADIO / TV

Keep track of those stations (Radio and TV) that have Community Events sections. Several Cable stations arrange for a TV to turn on at their News station. (BayNews 9, Spectrum in Florida is an example). They need exciting content!

After you learn where their programming and your Club Activities can match, contact the station with a story or news item. Usually, they require a suitable lead time. (not next week, but a month or two from now).

POSTERS / FLYERS

Always place posters on library bulletin boards and local coffee shops etc. Ensure the graphics are catching the eye, and do not put small type or too much text. Remember the last time you stood and read each one, but also remember that you DID look, and some were interesting.

ALWAYS THE WHY?

Learning about button collecting goes far beyond the button books. Working with Media allows you to spread the word. Publicity ensures that those clearing out the old house at the end of the block do not throw out the button box in the attic, thinking it has no v

