

CALIFORNIA WRITERS CLUB

Public Relations/Publicity Report for CWC Central Board
31 January 2016, Holiday Inn Express, Oakland

1. Website:

- a) We have posted news items such as City of Oakland Honors California Writers Week, CWC booths at the SFWC and Bay Area Book Fest, and North State Becomes Newest California Writers Club Branch.
- b) Additionally, we have promoted Bulletin advertising and submitting to the Lit Review, and added five Pay Pal buttons to the website – Donate, Lit Review submissions, and three for the three different levels of Bulletin advertising.
- c) We post branch links on the CWC website. Branches are encouraged to keep their links and websites current, inasmuch as our activities are almost entirely conducted at branch level.

2. Keeping PR/P in the loop:

If a CWC branch will represent the CWC at a major writers conference or book fair, or if a member of the branch will speak there or sit on a panel, please advise the PR/P Director, and please include the PR/P Director in email CCs about these events.

3. C-SPAN

C-SPAN interviewed Linda Brown at Jack London Square over New Year's weekend as part of their Cities Tour Program. They talked about the CWC, Joaquin Miller Park, and plans for the Jack London centennial.

Respectfully submitted,
Donna McCrohan Rosenthal,
Public Relations/Publicity Director
6 January 2016