

GUIDELINES FOR STATEWIDE TV ADVERTISING

In order that all of the State Federation Councils have an opportunity to use the television ad that was developed for square dancers to advertise lessons, it is recommended that a consistent message be used throughout the State. Therefore, the following guidelines have been developed:

- The message should identify Square Dancing as the Official State Dance.
- Pictures of square dancers with back grounds that are readily identifiable from various locations throughout Washington State should be used. For example the Space Needle in Seattle, the Clock Tower in Spokane, or the wheat fields or vineyards from the Central part of state, etc.
- Have local TV stations show ads during morning or early evening news if possible. Some TV stations have Community Bulletin Boards that could be used with or without the video.
- Let the audience know that we have an alcohol free activity with many health benefits that is fun and family friendly for ages 8 on up.
- Use of contemporary music should be used.
- Dancers wearing casual dress as well as traditional square dance attire should be considered as well as dancers of various ages.
- One or two local phone numbers should be used. Make sure that the person(s) answering the number(s) have information available for the dates, times, and locations of lessons that are being offered within their Council area.