



WILDWOOD

Wildwood History Book – Book Launch Planning Committee

Wildwood City Hall – 16860 Main Street
Community Room
Monday, May 22, 2023, at 10:00 a.m.

- I. Welcome/Introductions
- II. Project Schedule
- III. Book Launch Event at Celebrate Wildwood
 - a. How and when should it be incorporated into the overall event?
 - b. Who should be specifically invited?
 - c. How many books should we order? Can these books be “special editions?”
Discount?
- IV. PR and Marketing
 - a. Media kit
 - i. Press release
 - ii. Bicentennial logo
 - iii. Book photo
 - iv. Talking points
 - b. Testimonials/reviewers
 - c. Gazette article
 - d. Website
 - e. Spotlight – Featured News
 - f. E-Newsletter teaser
 - g. Facebook, Instagram, Twitter (pay for ads?)
 - h. WHS newsletter
 - i. Donation of copies/corresponding pictures
 - j. Area blogs/history organizations
 - k. Bookmarks
 - l. Webinar/Livestream Q&A?

- m. Short video book trailer
- n. Blurbs/excerpts/interviews – Interviewees or descendants willing to do a read aloud?
- o. Reviews

V. Pre-Orders?

VI. Final Thoughts/Adjournment