



COMMUNICATIONS REPORT 2025

AUGUST 30, 2025

This year was started with the inclusion of our beloved fountain in a GCA publication . From there , Debbie and I were off and running with an initial zoom meeting with co-chairs Liz Shephard and Robin Kelly. A detailed report has already been submitted including all advertisements and money expended on said ads . There was also a separate report submitted detailing our efforts at publicity for the house tour. This year marked a significant difference from prior years as money that had formerly been expended on ads was closely examined, and we made the difficult decision to disband any ads with Yesterday's Island. Although we agreed with this decision and certainly the success of this year's show indicated that the ads in Yesterday's Island may or may not have boosted sales even further . The beauty of YI is Suzanne Daum the owner and publisher who absolutely adores the NGC . I fear that we lost a valuable ally.

Communications also received a big boost by eliminating our participation in Instagram . Lynn Boynajian became chair of Instagram and solicited Diane Dietl with photography.

I was pleased that Lynn reached out to me after a difficult situation with Facebook and the fact that our original account on Facebook was no longer available to us after an extensive search for the correct password. I contacted Patrick Kenny founder of Great Point Productions . His background with Dell computer was invaluable. Within minutes he located the problem and erased our former account . Lynn then started a new Facebook account and I believe we are up and running. I cannot emphasize enough the importance of social media in supporting our efforts in publicity.

I did reach out to the chairs of the Daffodil Festival to see if they wanted to advertise but I received no response and therefore dropped my efforts. There again the Daffodil Show was a huge success but I personally think an ad in the Inky would have increased attendance.

We did not enjoy any success in posting the winners of the Window Box Contest as neither Daybreak or the Current was interested in giving us free publicity . I think we should consider using a banner ad next summer to publicize this event (the cost would be a total of \$650 between the Current and Daybreak. We had greater success with Art In Bloom although there was no budget for advertising . Once again I suggest a working relationship with the committee chairs to determine how we can illicit better attendance.

Debbie and I contacted Vinny Pizzi of Nantucket Studio to once again serve as our graphic artist for house tour. We ironed out our financial problem with him not getting paid on a regular basis by requesting a one half deposit on his behalf. This worked out perfectly . The only snafu was the last ad in the Inky which was a thank you note which Vinny inadvertently submitted last year's ad. Once again our close working relationship with the Inky resulted in a reprint at a far reduced price.

Which brings me to our suggestions for next year's Communications Chair.

1. Develop a strong relationship with the GCA communications committee by submitting interesting articles starting with photos and

details about our house tour. I have given the letter to Marianna which she can forward.

2. Continue to develop and promote a free one half page in New England Home Magazine . I will list the publisher's phone number for you as my original contact is no longer with the magazine. The free publicity distributed on a bimonthly basis and is the biggest magazine advertiser including print and digital.
3. Start early with the Nantucket Chamber of Commerce and get on their calendar for each and every activity throughout the summer . I am unsure why the Chamber did nothing to enhance our cause.
4. Make sure to develop a budget for advertising the flower show - extremely important given the change of venue.
5. We cannot emphasize enough the importance of personal communication with the different publications on island. I firmly believe that had I not visited the Inky, Daybreak and N magazine, we would not have been as successful in receiving the publicity we did this summer.
6. Please remember to include in your publicity two relatively new programs. The first is the Saltmarsh Center where 10 people receive floral arranging classes each week complete with flowers provided by the Club and the balance paid for by the Senior Center . The second new item that will require publicity is our participation next summer with Nourish. Our program Reblooms will receive flowers from the Flower Collective which will then be repurposed and distributed to different food centers under the direction of Nourish . This will include the Food Pantry, Pip and Anchor. We will also continue to deliver flowers to our members who are unable to attend meetings.

CONTACTS

1. GRAPHIC ARTIST : Vinny Pizzi, owner of the Nantucket Studio located at 54 Old South Road , 508-508-819-2020 - Vinny's email is vinny@nantucketstudio.com His personal cell is 781-915-4884 - Strong recommendation is that you limit communication with Vinny

on one to one basis - house tour chairs confuse the issue and you should be in charge.

2. INKY MIRROR- Mary Cowell Sharpe communications head at Inky msharpe@inkym.com - 508- 228-0001
3. The Current for house tour ad only - Emme Duncan emmeduncan@n-magazine.com 603-491-6985 For editorial inclusion please contact Jason Graziadei JGRAZIADEI@partners.org - 508-825-8246
4. Daybreak - Mike Harter mike@ackfm.com - 415-548-0374
5. Patrick Kenny for computer issues 973-570-3855
6. Nantucket Chamber of Commerce 508-228-1700 - please ask Mary Malavese for contact info as we were unsuccessful in getting any publicity.

Submitted by
Nancy Serafini
Debbie Lewis
Communications co- chairs