

**Cultural Umbrella Event Funding  
Application and Media/Marketing Workshop  
Agenda**

2014-15

TDC

**Tuesday, April 8th, 1:00 PM** – Gato Building, 1100 Simonton Street, Key West  
**Wednesday, April 9<sup>th</sup>, Noon** – History of Diving Museum, Islamorada

1. **Welcome and Introductions –**  
Florida Keys Council of the Arts, Liz Young
2. **Media Strategies, Co-Op Advertising , Logo usage –**  
Tinsley Advertising, John Underwood & Ashley Miller
3. **Publicity and Marketing Overview –**  
NewmanPR & Associates, Carol Shaughnessy
4. **2014-15 Cultural Umbrella Application Overview-**  
Florida Keys Council of the Arts, Liz Young

**Important Dates:**

- Flexible*
- **Monday, April 28<sup>th</sup>** – Media/Marketing plans due to Tinsley & NewmanPR (contact information below).
  - **Monday, May 5<sup>th</sup> -- 5:00 pm** - **Application is due** in the office of the Florida Keys Council of the Arts, 1100 Simonton Street #2-263, Key West, Florida 33040. **Drop off or by mail.**
  - **Wednesday, May 21<sup>st</sup> - 10 a.m.** **Cultural Umbrella Committee** will review and make funding recommendations at the Marathon Government Center, 2798 Overseas highway, MM 47.5. Applicants are strongly encouraged to attend. Public input session to follow.
- Hand + Post*

**Tinsley Advertising, Ashley Miller**

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800-273-1242 or 305-856-6060 ashley@tinsley.com

**NewmanPR Associates, Carol Shaughnessy**

P.O. Box 212, Key West, FL 33041  
305-797-0579 carol@newmanpr.com

**Florida Keys Council of the Arts, Elizabeth Young**

1100 Simonton Street, Key West, FL. 33040  
305-295-4369 director@keysarts.com

Asley - Tinsley  
Miami 2 Attitudes Package

Dates

Logo • Clear  
• Same size as largest logo

Lynnd Stuart  
305-296-1552

Culture Mag - in hotels  
after Jan.

Kepco - op. Tinsley. Com  
can only be in 1 co-op district

Cultural: Generic only

New programs - Aug.

~~Camp PR~~  
~~Newsman PR~~ // News To Use Now "

Liz

Up \$200,000 → \$1m Cultural