

## Publicity Blitz

On September 1, AAFA began a publicity campaign to gain recognition for the Association, attract new members, and inform genealogical societies of our existence.

AAFA President Lodwick Alford sent a letter to 203 Missouri Alford households. It began, "I greet you as a cousin for I'm sure that if we trace our ancestors back far enough we will find that we are kin." After describing our organization, it said "that since we were a Missouri Corporation it seemed only fitting to give the Alfords living in Missouri an opportunity to become founding members."

At his own expense, Gil Alford, AAFA Executive Assistant, sent a

letter to 40 Georgia Alfords, many who had heard from us in a previous mailing. Taking advantage of the fact that the annual meeting is to be held in Atlanta, Gil encouraged them once again to become members and invited them to attend the meeting.

Both letters offered the assistance of AAFA to anyone who might request it, now or later.

### News Releases

On September 6, two news releases went out, one to 230 Missouri papers and another to all of the 139 Georgia papers as well as 134 genealogical columnists nationwide, some with syndicated columns in many papers

The Missouri news release, titled "Alfords Getting Organized," described the Association, its purposes and resources, and offered a founding membership to all Missouri Alfords or descendants. The Association hopes that more descendants whose names are not Alford will be reached through the newspaper.

The Georgia release, titled "Alfords Meeting in Atlanta," began with a statement about the annual meeting and then also gave some background on AAFA. The wide distribution to genealogical columnists should generate some inquiries and hopefully new members.

Thanks to Gil and Wick for all their hard work on this project!