



## 41<sup>st</sup> Annual Clayfolk Show & Sale Press Kit

Thank you for partnering with Clayfolk to spread the word of this unique community event.

This year we are celebrating our 41<sup>st</sup> Clayfolk Show.

The 41th annual Clayfolk Show offers an incredible range of hand crafted pottery in a festive environment featuring live entertainment, ceramic demonstrations and a chance for adults and children to get into the mud.

Founded in 1976, to promote the work of local and regional potters and to make the art of clay accessible to our community, Clayfolk awards annual ceramic scholarships, maintains a resource library available to the public, and provides clay demonstrations at our show and throughout the year at other events.

The show, managed and run by the potters themselves, presents a unique opportunity for the public to see a wide range of pottery styles as well as to interact with the artists. It has become one of the most successful shows in the region, drawing potters and patrons from over the Pacific Northwest, adding to the reputation of the Rogue Valley as a regional cultural center.

Please help us promote this grand event! Following is a promotional packet prepared for your convenience. Please note contact information for any questions or for additional information.

## Table of Contents

- Short PSA
- Long PSA
- Clayfolk Mission Statement, Community programs
- Radio/TV spot

## Contacts, online resources, social media

- **Contacts:**
  - Show chair: Shirley Huft, [showchair@clayfolk.org](mailto:showchair@clayfolk.org)
  - Press relations: Bob Johnson, [impaladrive@gmail.com](mailto:impaladrive@gmail.com) and Nancy Leever, [nleever@charter.net](mailto:nleever@charter.net)
- **Online Press Kit:** [www.clayfolk.org/press-kit/](http://www.clayfolk.org/press-kit/)
- **Promo photos** (print and online versions): [www.clayfolk.org/press-kit/](http://www.clayfolk.org/press-kit/)
- **Social media links:**
  - Facebook: [www.facebook.com/ClayArtists](http://www.facebook.com/ClayArtists)
  - Twitter: <https://twitter.com/clayfolk>
  - Pinterest: <https://www.pinterest.com/clayfolk/>
- **Social Media graphics:** [www.clayfolk.org/press-kit/](http://www.clayfolk.org/press-kit/)

## SHORT PUBLIC SERVICE ANNOUNCEMENT

### For Immediate Release

Length: 20-30 seconds

PLEASE READ:

Kill Date: November 18-21st 2016

Contact: [showchair@clayfolk.org](mailto:showchair@clayfolk.org) or [promotions@clayfolk.org](mailto:promotions@clayfolk.org)

### Event overview:

**Who:** Clayfolk

**What:** 41<sup>st</sup> Annual Clayfolk Pottery Show & Sale

**Where:** BRAMMO BUILDING, 300 W. VALLEY VIEW ROAD,TALENT (OLD WALMART BUILDING

**When:** November 18<sup>TH</sup> THROUGH 20<sup>TH</sup>

- Friday : 4:00 PM – 9:00 PM
- Saturday: 10:00 AM – 7:00 PM
- Sunday : 10:00 AM – 4:00 PM

**Admission: Free**

**Featured:** Decorative and functional pottery, ceramic jewelry, sculpture, tile work, garden art and more. For more information, visit [www.clayfolk.org](http://www.clayfolk.org)

### COPY:

This year we are celebrating our 41st Clayfolk Show.

Here is an event to put on your calendar! The Clayfolk 41st annual pottery show and sale will open Friday, November 18th, at 4:00 PM and continues Saturday and Sunday at a NEW TEMPORARY LOCATION, Because THE ARMORY IS UNDER REMODEL. We will be at the Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR

Grab family and friends to visit the show that features over 75 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Again, the show is NOVEMBER 18th through 20th. The show opens Friday at 4PM and continues until 9 o'clock PM. Saturday the show reopens at 10 in the morning and runs until 7 o'clock in the evening. Sunday's hours are from 10 AM to 4 PM. Admission is FREE. For more information, visit [clayfolk.org](http://clayfolk.org)

## LONG PUBLIC SERVICE ANNOUNCEMENT

### For Immediate Release

PLEASE READ:

Kill Date: November 21, 2016

**Contacts:** [showchair@clayfolk.org](mailto:showchair@clayfolk.org) or [promotions@clayfolk.org](mailto:promotions@clayfolk.org)

Bob Johnson, [impaladrive@gmail.com](mailto:impaladrive@gmail.com) or Nancy Leever, [nleever@charter.net](mailto:nleever@charter.net)

### Event overview:

**Who:** Clayfolk

**What:** 41<sup>st</sup> Annual Clayfolk Pottery Show & Sale

**Where:** NEW TEMPORARY LOCATION, The Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR

**When:** November 18th through 20th,

- Friday : 4:00 PM – 9:00 PM
- Saturday: 10:00 AM – 7:00 PM
- Sunday : 10:00 AM – 4:00 PM

**Admission: Free**

**Featured:** Decorative and functional pottery, ceramic jewelry, sculpture, tile work, garden art and more. For more information, visit [clayfolk.org](http://clayfolk.org)

**COPY:** This year we are celebrating our 41st Clayfolk Show. Clayfolk will celebrate its 41<sup>st</sup> pottery show and sale at the Medford Armory November 18th through 20th. Admission is free to the show which features a wide range of ceramic work by over 75 artists. There will be both decorative and functional pottery, including dinnerware, jewelry, tiles, sculpture, garden art, and much more

Live entertainment kicks off the show Friday night. Pottery-making demonstrations by participating clay artists and hands-on experiences for children are scheduled on Saturday from 10:00-5:00 and on Sunday between 11:00 and 3:00 PM.

Again, Friday hours: 4-9 pm. Saturday: 10 am to 7 p.m. Sunday: 10 am to 4 pm. **NEW TEMPORARY LOCATION UNTIL THE ARMORY REMODEL IS COMPLETE**, the Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR For more information, visit us on the web at [clayfolk.org](http://clayfolk.org).

## BRIEF HISTORY

Clayfolk began in 1976 when a small group of potters started meeting to share ideas, experiences, and potluck dinners. Today the membership represents a cross section of ceramicists in Oregon and northern California, ranging from well-known studio potters and sculptors to students new to the media. Members share a fascination for, and love of working with clay.

A non-profit educational organization made up of volunteers, Clayfolk sponsors the popular the Ellice T. Johnston Scholarship for the Ceramic Arts. This award, created in 1985 to honor one of Clayfolk's founding members, is designed to help a student enrolled in college or art school continue his/her studies. Clayfolk currently dedicates \$2000 a year to this notable scholarship.

In furthering its educational mission, Clayfolk has donated many ceramic books, magazines and videos to the two county libraries. Additional gifts are made annually.

The group sponsors workshops each year. Recent ones featured Lana Wilson's hand-building techniques and Terry Inokuma's altered wheel forms and brushwork. Most workshops meet at local schools or private studios. Previous workshops have offered sessions with Australian artist Ian Currie, Adrian Arleo, Hank Murrow, Maria Simon, Ellen Currans, Wesley Anderegg, Craig Martell and Linda Owen, Terry Inokuma, Inayoshi Osama, Steven Hill and Terry Nelson.

Clayfolk, also works in conjunction with Jackson and Josephine county Empty Bowl Programs, which assist the hungry and homeless in Southern Oregon.

The annual Clayfolk Pottery Show & Sale, now in the 41st year, is a unique event in the Rogue Valley. It features an impressive variety of work in clay, providing educational opportunities both clay artists and for admirers alike.

Membership in Clayfolk is open to anyone interested in the ceramic arts. Proceeds from the annual Pottery Show and Sale and membership dues fund the organization's educational efforts.

## Mission Statement

Clayfolk is registered with the state of Oregon as a nonprofit corporation (not a 501c) Registration number: 130554-13

Clayfolk is an all-volunteer organization whose main purpose is education, scholarships, workshops, demonstrations, donations to the library and Children's Festival.

The Ellice T. Johnston Scholarship for the Ceramics Arts is one of Clayfolk's is one of the most notable functions. This award is given annually to a ceramic student at a college or art school to further their studies. The scholarship is currently \$2000 annually.

The group also sponsors several workshops each year with internationally known clay artists.

Furthering its educational mission Clayfolk donates ceramic books and videos to both the Jackson and Josephine County library systems.

Clayfolk, also works in conjunction with Jackson and Josephine county Empty Bowl Programs, which assist the hungry and homeless in Southern Oregon.

Clayfolk's primary fundraiser is a yearly show and sale of members work.

More at [www.clayfolk.org/about](http://www.clayfolk.org/about)

## **Radio or TV spots**

### **SPOT 1:**

**PLEASE READ:** 10:00 AM to 4:00 PM

Attention art lovers! Here is an event to put on your calendar. The Clayfolk 41st. annual pottery show and sale will open Friday, November 18 at 4 PM and continues thru the weekend at a **NEW TEMPORARY LOCATION, The Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR.** This is Southern Oregon's largest display of handmade pottery. It features the work of over 75 clay artists. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Again, the show is **NOVEMBER 18th through 20th..** Friday the show opens at 4 PM and continues until 9PM, Saturday the show opens at 10AM and goes until 7PM. Then on Sunday it opens at 10 AM and closes at 4 PM. Admission is **FREE**

For more information, visit [clayfolk.org](http://clayfolk.org)

### **SPOT 2:**

**PLEASE READ:** November 18, 2015

All pottery lovers! The 41st Annual Clayfolk pottery show and sale opens **TODAY** at 4 PM at a **NEW TEMPORARY LOCATION, The Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR.** Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 75 Oregon artists.

Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. The show runs **NOVEMBER 18th through 20th.** Friday the show opens at 4PM and continues until 9PM, Saturday the show opens at 10AM and goes until 7PM. Then on Sunday it opens at 10 AM and closes at 4 PM. Admission is **FREE**

For more information, visit [clayfolk.org](http://clayfolk.org)

### **SPOT 3:**

**PLEASE READ:** November 18th-20th.

All pottery lovers! The 41st Annual Clayfolk pottery show is happening this weekend at a **NEW TEMPORARY LOCATION, The Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR!** The sale opened Friday at 4pm, and continues Saturday and Sunday beginning at 10AM at a **NEW TEMPORARY LOCATION, The Brammo Building, (The old Talent Walmart) at 300 West Valley View Rd. Talent, OR.** Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 75 Oregon clay artists. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Admission is **free!** **NOVEMBER 18th through 20th.** That is this weekend, folks, and the show is going on right now! Hours Friday

4PM - 9PM, Saturday 10AM - 7PM and Sunday 10AM - 4PM. Admission is FREE. For more information, visit [clayfolk.org](http://clayfolk.org)