

Media and Public Relations Activities for Hour Exchange Portland Summer and Fall 2008

Data Base Compilation/ Media Campaigns

- Create FAQ sheet with our important information to streamline and create accuracy in reporting with our media and professional contacts. (Available for review.)
- We have developed a comprehensive data base of media contacts including: print, radio, television and online services to promote HEP, activities, events and fundraisers.
 - This list includes local, regional contacts, including City Councilors for Portland, and other important contacts. This supplements our membership eBLAST data base of over 600 contacts of nearly 700 members.
- Continue to archive activities with photographs and video gathering at important events.
- Developed new Hour Exchange Portland materials, including new design for newsletter, press release on name change and new address, and other materials.
 - Strategic planning session with all staff to develop member recruitment, engagement and retention programs.
 - Worked with Genet at Catholic Charities on Press Release and to update Media Contact list for their Time Bank activities
 - **Future – will be updating the MEMBERSHIP RECRUITMENT Materials for winter 2008.**
- Created Marketing Materials for Garden Project, Hands of Time Pin Project and TIME GALLERY to be used as ongoing campaign.

Media Studies Internships

- Continued a 3rd semester as placement site for Service Learning students in the Media Studies program,
 - including currently Michael Brett, who is serving 120 hours this semester. Mike has been instrumental in getting the word out about our activities.

Future

- **Plan to continue internship program with a team placement for winter 2008-09 to work on specific campaigns and video tools.**

On-line Sources

- Relunched Eblast messaging which goes out each week to membership, after training 3 AVISTAs in the office on new Time & Talent System for eBlast messaging.
- Update our MYSPACE, and FACEBOOK pages and adding friends. Will be adding Blog page to be updated by AVISTA Abby Laplante to reach online users and new demographics. Working with Member Michael Denehy for updates and guidance.
- Using online sites, including EVENTFUL, RECYCLE, UNITED WAY VOLUNTEER RECRUITMENT, AVISTA MY.AVISTA, and other local sites to promote our events, activities and recruitment activities.

- Launched www.TravelwithHeP.com new travel service page in conjunction with YTB TRAVEL SERVICES and Gail Wyman. Working on a print campaign in conjunction with this activity.
- Launched 4th Annual Online Holiday Auction site at: www.hep.cmarket.com which includes links to our partner donors who donated over \$50 worth of items to auction.
- Launched Survey Monkey Survey online for members to compile needs, requests and feedback on developing HEP.

Future:

- Lesley and Stephen will work on updating the www.hourexchangeportland.org web site including new look and adding new features, like Travel, current AVISTA and FFAW and fundraising activities.
- Will continue to increase our online outreach through new venues.

Television

- Community Television Network

Renewed contract with Community Television Network

Use of Community Bulletin Board

Train six staff/volunteers/interns on its usage

Currently have several messages running on Ch.2 and 4

Including recruitment ads for AVISTAS

And general information, name change, etc.

Note: New Home of the TIME Gallery

Redid the Gallery

Cross promote First Friday Art Walk (FFAW) with CTN

Newsletter

Future:

- Working on 1-3 videos with CTN, including a General, training and AVISTA recruitment piece to use for our own events, activities, and fund development for winter 2009.
- Plan to air final *Banking Time for Changing Times* segment, after reworking.
- Working on a Public Service Announcement to air on CTN in 2009.
- Will broadcast from FFAW out of TIME Gallery in winter 2009.
- Will create Weatherization video with staff and members to document the development of this program.
- Other Stations
Your Money Segment on Hour Exchange Portland with WMTW –aired and available on line.
<http://www.wmtw.com/video/index.html>

Mention on 207 for our fundraising activities. (We have been featured on 207 in past.)

Radio

- WMPG
 - Service Exchange Credit Contract with WMPG
 - Currently have 2 underwriting tags in rotation for Oct. – Dec. with WMPG.
 - Tags air several times a week during different times of day/night.
 - WMPG earns Service Exchange Credits which they will use for Done-In-A-Day Projects including cleaning at the WMPG office
 - Tags running now: FFAW, General, Auction, and previously Cindy Bullens Concert
- Other Stations
 - Sent our press releases to additional station in greater Portland.
 - Developing working relationship with WCYY for our musical fundraisers.
 - Had a musical-promotion campaign with them to promote Cindy Bullens through Ticket Give Away event.

Future:

- **Plan to continue Radio Tags into next year and continue to develop our Membership relationship with Dale Robbins at WMPG.**

Print/ Campaigns:

- Campaign for promoting FFAW through print, postcards, postering
 - a. Launched Kids Korner to recognize youth artists at the TIME Gallery.
 - b. 3rd year celebration planned December 2008. (Booked though 9/09.)
- Developed Weatherization Materials, Powerpoint (Terry and Kennedy)
- Campaign for 4th Annual Online Holiday Auction through print, posters, postcards, mailing
- Campaign for our Member Activities, including Open House (with good response last October.)
- Campaign for Cindy Bullens Fundraiser
 - a. Sponsorships from 9 businesses to cover costs of printing
- Campaign to newspapers, including local, neighborhood papers, including Sentry in Scarborough and Forecaster, who recently covered our events.
- Created campaign for our Artists' Guild and Card Sales program.
 - a. Sold \$1000 worth of cards to Key Bank
 - b. Developing relationship with Mercy Hospital and other retail/wholesale partners, and artists.
- Created FFAW brochures for use by CTN and staff during and after events.
 - a. Regular ads for Time Dollars in exchange with Portland Arts and Cultural Alliance (PACA.) Continued placement for branding.
- Limited paid advertising with local magazines, as needed
- Regular Newsletter Releases, including Sept. 2008; next one due Dec. 2008.
 - a. Added member and AVISTA section, promote upcoming events, long view
- 3rd year in SUNRISE GUIDE with relationship using Time Dollars for ad payment.
- **Pending story release in Newsweek Magazine. Interviewed 11/19/08.**

- Pending story release in Forbes Magazine. Interviewed fall 2008
- Pending story release in Dedham, Mass. Interviewed fall 2008

Future:

- Will continue to issue press releases for major projects, events, activities and fundraisers to relevant news outlets.
 - a. Will continue to work with reporters, offering new stories and photographs.

Outreach/ Activities and Events

- Continue to engage members through all phases of activities, including promotion and event staffing, etc.
- Joined Buy Local Portland Campaign
 - a. Attending regular meetings
 - b. (Recognized last May as Beacon of Change for Bayside Neighborhood by Buy Local Portland with award ceremony at Space.)
- Nicole attended State Conference for AVISTAs to share information about HEP and to gather information from other possible partners in the community.
- Linda and Lesley spoke at Conn. CAP Agency conference to nearly 100 people to educate about Time Bank/ Service Exchange Model and to promote Training Facility.
 - a. Invited to submit bid for training for 25 attendees
 - b. Created PowerPoint Slide presentation for conferences.
- Invited to submit training information for Dedham, Mass.
- Lesley was guest speaker at USM Media Studies Social about HEP and Internship program
- Lesley and Linda spoke at AVISTA Conference in NH about programs, training, best practices
 - a. Invited to submit proposal to present at Regional AmeriCorps*VISTA conference in 2009

Future:

- Reviewing reintroducing Ambassador Program for members to promote HEP.
- Planning Financial Literacy Series in conjunction with Cport Credit Union for our members.
- AVISTA members are seeking new outreach opportunities for public speaking about HEP, including a partnership at USM in 2009.
 - a. Cynthia is organizing Senior Seminars for recruitment/outreach to senior partner agencies to build additional resources for senior HEP members in 2009.
- Will be attending Home Shows and other ENERGY Conferences for Weatherization outreach for new Co-op program.
- Will work with AVISTA sites to develop new grant opportunities aimed at Service Programs likely to be funded by new Obama Administration per direction of AmeriCorps*VISTA State Office.
 - a. Continue to develop best practices and share information with all sites
 - b. Continue to develop support materials and reporting documents and share