



COMMUNICATIONS REPORT

Submitted to the Township Board of Trustees

By: Jack Macholl

February 6, 2018

Courier- The newsletter went out ahead of schedule on February 1. Electronic version was uploaded to the NTT website and promoted with local press release and social media posts. The Courier PDF website link was also shared with Our Place New Trier and Bernie's Book Bank for further audience reach.

Podcast- Recorded, edited and uploaded **episode 5 "The Day the School Bus Stops Coming"** to the NTT SoundCloud.com account. Promoted an interview with Jane Gallery and Nicole Seidlitz on NTT social media and linked podcast to Courier (Winter 2018) newsletter article on Our Place. Shared podcast link with Nicole Seidlitz, Executive Director of Our Place for use in their supporter communications. I am encouraging all board and staff members to "like" NTT podcast at Soundcloud.com

Free space has been used on SoundCloud and an allocation of \$63 to purchase 166 additional minutes of space will be submitted for '18-'19 budget consideration. We need listeners and can grow this organically by sharing links with our respective contact bases and grantee organizations.

I am also submitting a request for an RSS feed budget in 2018-19 fiscal, permitting us to upload to iTunes, Google Play and Stitcher Radio (the larger podcast distribution outlets). These content providers require RSS (Real Simple Syndication) technology to participate.

Assessor's Office- Worked with Deputy Assessor Shifflett on a press release on the Sale of Property Taxes in Cook County, using repurposed information from Maria Pappas' office in Chicago. Local press release/distribution and social media posts were completed on February 6th. Updated eNews and website URL headline.

Clerk's Office- working with Clerk Hoynes on event planning and publicity for the April 10, 2018 Annual Town Meeting to be held at the North Shore Senior Center. Lonnie Stonitsch, Executive Director of Family Action Network has agreed to be the keynote speaker. **Theme- *Making a Difference-Right Now*** (In spite of political volatility and uncertainty, NTT is sticking to its mission of helping people in-need, bringing residents together, taking action to strengthen the communities we support). Your guests- we'd like to ask each of the trustees to provide a list of any guests, VIPs, etc. to add to our invitation list. We mail a card (postal) and promote via email and local publicity.

Events- March 2018 Low Income Home Energy Assistance Program (LIHEAP) at NTT. Currently coordinating with Elvis Lomeli from the Senior Center team on plans for a March 15, 2018 LIHEAP intake event. Elvis shared that "our January 18th event served 6 residents. A few of the applications are pending or not eligible, but there is \$1,007 total for those applications that have gone through to this point."

Bernie's Book Bank –Working with Rosie Papparella from Bernie's on the Spring/Summer 2018 book collection drive to assist at-risk children in Illinois. New Trier Township will serve as a collection outpost from **July 9- August 3, 2018**. Beginning work contacting area businesses and municipalities seeking help in collection effort. Social posts alerting community have been posted and will continue, as we get closer to the date.

Publicity

Completed:

- Press releases for Assessor Churchwell- **Property Tax Sale Auction**
- **Social Services-** Esther Craven of CJE offering onsite support.
- Press Release for **LIHEAP**, January 18, 2018 application day-distribution online and local editors, reminders on social media
- Wrote article for Alan Goldberg, **NTT Year in Review** for Winnetka Current

Pending:

- Began distribution delivering paper copies of **Courier Newsletter** to local libraries, police/village facilities on 2/5/18
- **CEDA** offering on-site services at NTT
- **Congresswoman Schakowsky Field Representative** replacement introduction and NTT onsite hours
- **Press Release for LIHEAP**, March 15, 2018 application day-distribution online and local editors, reminders on social media
- **Annual Town Meeting**-publicity to promote NTT Annual Meeting 4/10/18
- **Press release covering Fiscal 2017-18 Annual Report** with link to report on NTT website April 2018

Web Site – Webmaster management duties included: **Edits to Assessor's news** and URL headline. Worked with Clerk **Hoynes** and wrote new copy for 2018 Annual Town Meeting promotion, removed 2017 ATM information. **Peer Jury**, edited dated website copy and uploaded 2018 application document. **Social Services**, added Esther Craven (CJE) news article and added her information to site. Edited Kris Sadur copy on site (Congresswoman Schakowsky's Field representative) who is retiring. Working with American Eagle technical support on glitches or cleanup /page update requests.

Other

Broadcast Email- In order to reach email subscribers with greater frequency and realize additional subscribers from pass-along/sharing of our messages, a 6-month subscription to Constant Contact was purchased on February 5th. Work will begin immediately with a goal of a bi-weekly broadcast email with links back to NTT website and relevant partner sites as appropriate.

Courier articles and current news/promotions will be summarized and leveraged for use in the new bi-weekly newsletter. More details to follow.

Social Media

To date NTT has 719 (+39) followers on Twitter and 431 (+7) "Likes" on Facebook. We continue slow organic growth on social channels. I will propose a plan and budget for board consideration to build awareness of township services and associated accomplishments.

Elected officials and staff can help growth tremendously by sharing NTT posts.

The **NTT Text-A-Tip Facebook Group** now has 77 members. We plan to rejuvenate activity and engage additional parents, students, and school faculty and community members during 2018.

<https://www.facebook.com/groups/157517808041835/members>