



COMMUNICATIONS REPORT

Submitted to the Township Board of Trustees

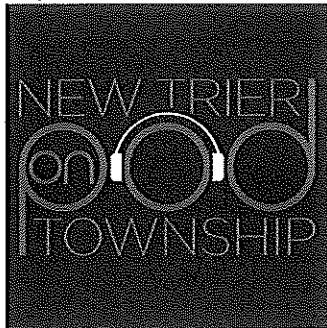
By: Jack Macholl

May 14, 2018

Podcast-

A new interview with Lonnie Stonitsch of Family Action Network (our keynote speaker from 2018 Annual Town Meeting) is scheduled during May and other guests being arranged soon. The long-form interview material will continue to be leveraged to social media channels, Courier/Dispatch articles and website content.

Supervisor Goldberg's annual town meeting speech was edited to a podcast and uploaded to SoundCloud. An eNews distribution and link on his Dispatch column further encouraged plays by constituents. Trustee Eisenberg's speech was also transformed to a podcast and uploaded to SoundCloud.



I am encouraging all board and staff members to please "like" NTT podcast at [Soundcloud.com](https://www.soundcloud.com)

We will need an approval to purchase a SoundCloud subscription of \$63 for an additional 166 additional minutes of space ASAP.

Annual Meeting Follow-Up- post meeting publicity and leveraging of Annual Town meeting presentations has been completed via You Tube, the Podcast, Dispatch and eNews on the current website. Paper copies of the 2017 annual report have been delivered to village halls, libraries, police and local officials. Lorrecia printed Alan's cover letter and mailed copies of the report to local officials and political leaders on the Annual Town Meeting guest list.

Website- basic site maintenance continues; including Assessor, Clerk (minutes) and social service (summer camp application alerts) were completed during April/early May. Phone conversations, online project management and early planning work is underway with Civic Plus, as work has begun on the migration and development of the new NTT website. Content review was addressed with staff at the 5/5/18 meeting. Extensive work will be required to pare back approximately 105 pages of existing website copy to a more streamlined, user-friendly version of the new site.

Courier newsletter- copy/design completed for Summer 2018 issue that also features a reprint of inner Annual Report pages. Alan and Diane approved a PDF review proof. Printing production and mailing process is underway with expected in-mail by approximately 5/31/18. Local publicity, website (eNews) and social media will be used to leverage new content created for this issue.

Bernie's Book Bank – A planning meeting was held April 23rd with Rosie Paparella of Bernie's Book Bank to finalize details of the summer collection. To date we have secured commitments from the Village of Glencoe and Winnetka Presbyterian Church to serve as additional collection sites in our summer 2018 book collection for at-risk children. The drive takes place from **July 19- August 3, 2018**. Work is still in-progress seeking additional collection points in Wilmette and Northfield. Social posts have commenced; local publicity and Dispatch updates will help promote the event. I would ask that the Board consider a volunteer shift at Bernie's HQ in Lake Bluff to emphasize top-down support and deepen our connection with the organization.

In order to garner additional "grass roots" support, I am asking that everyone please cascade the social posts, news items, etc. to your local contacts and help get the word out.

Publicity

Grantee article- I was able to connect Alexa Burnell, Reporter for the Wilmette Beacon (22nd Century Media) and Amy O'Leary, Executive Director of Youth Services Glenview Northbrook (NTT grantee). Our podcast and recent feature article in the Annual Report captured local attention, leading to a feature story in local media for a Township grantee. Story below:

Dealing with a mental health crisis is difficult at any age, but particularly trying on a family when a child or young adult finds themselves in the grips of anxiety, depression or addiction. But thanks to organizations such as Youth Services Glenview/Northbrook, a compassionate and trained staff is only a stone's throw away from families within New Trier Township.

Executive Director Amy O' Leary has led YSGN since 2013, explaining how funding from New Trier Township, along with Glenview, Northfield, Northbrook and Niles government agencies, helps keep communities healthier.

"Over the years we have seen an increase in childhood and adolescent behavioral, emotional and developmental diagnoses, which can be attributed to several reasons. First, there seems to be a slightly reduced stigma against mental health issues, making people more comfortable to seek help, which is clearly a good thing," O'Leary said. "But, generally speaking, life is more complicated than it was even just five or ten years ago, and we are seeing this reflected in the emotional well-being of our youth. Any help with funding is greatly appreciated and helps us to offer reduced cost services to the influx in patients we have seen over the past few years."

O'Leary sites several reasons for their increasing caseload, with social media use being one of the explanations.

"If parents give their kids access to social media, they need to remind them that what they see online, isn't always the truth. People post their best selves, not their worse moments, which can lead others to feel inadequate compared to the seemingly picture- perfect lives of their peers," O'Leary said. "Further,

it's important for parents to set boundaries and time restrictions with social media use. Unlimited access leads to distraction, a false sense of reality and less face-to-face time truly connecting and socializing with others. Lastly, adults must model good social media behavior. Watch how much time you, as a parent, are spending on your devices, because your kids are taking their cues from you."

In addition, O'Leary cites the pressure many students feel, when living in a high-achieving community such as the North Shore.

"There are many great opportunities on the North Shore, and there is no doubt that it's a wonderful place to raise a family," O'Leary said. "But, it's also a very high-achieving, competitive environment. Kids often report feeling pressure to perform and be perfect. But, we adults need to ask ourselves, 'what's more important – a perfect GPA or a healthy, happy kid?'"

Another new and daunting challenge for O'Leary and her staff is the rise in prescription drug abuse.

"Even five years ago, we didn't have the type of prescription drug abuse issues that we do now. It can start so simple, with a painkiller, for let's say, a wisdom tooth extraction, but addiction can set in very easily for some. And, with access to multiple social media sites, kids can find ways to get drugs, in a way they just simply couldn't do just a few years ago," O'Leary said.

So, what's a parent to do if they suspect their child may be struggling with issues outside of the normal teenage angst? O'Leary said to look for changes in eating and sleeping patterns. Excessive weight gain or loss, a disinterest in things they once loved, change or troubles in relationships, and more than normal, mood swings. She suggested starting with a child's pediatrician who can rule out any underlying medical conditions and make referrals to services like YSGN.

Once there, families can find insight and therapeutic services from the staff, all trained as licensed clinical social workers or licensed clinical professional counselor. Here, an array of services is offered such as: individual or group therapy, crisis intervention, sexual health education, pride youth and more. They even work in Glenbrook South, Glenbrook North, Loyola and Niles Township Schools, providing safety assessments for students who may be exhibiting signs of a mental health crisis.

For more information on YSGN visit <http://youthservices-gn.org/>

Completed:

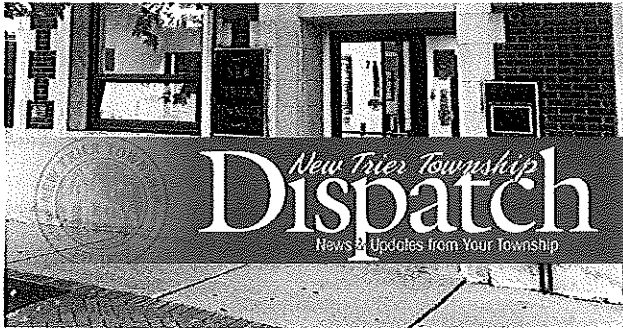
- Annual Report- local press release and Patch/Tribune local releases with back-link to PDF of report document.
- Town meeting local award winners featured in local press release and electronic media posts

Pending:

- Before/After School Scholarship information
- Bernie's Book Bank promotion

Other

Broadcast Email



Seven issues have been published to date, with open rates still hovering around 51+% from a total mailing list of 1,085 opt-in subscribers. Things have leveled out since the launch and there are almost zero opt-outs. Approximately 4-5 people per issue sign-up and slow growth is anticipated unless investment in “boost posts” and paid advertising are made.

Link clicks are being tracked as we seek to connect constituents on multiple electronic channels.

Social Media

To date NTT has 752 (+13) followers on Twitter and 446 (+3) “Likes” on Facebook.

We need subscribers to the podcast and would benefit from internal “follows” and sharing of the Sound Cloud link to social network contacts. When the new website is launched the goal is to proceed with the RSS feed and adding the podcast episodes to iTunes, Stitcher and Google Play (the central podcast sources globally).

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

Community Connections

Met with Phil Kiraly, Village Manager of Glencoe. He approved the village’s participation in the Bernie’s Book Bank collection and is eager to work together sharing news and bolstering one another’s constituent efforts.