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Memo

4/23/12

To: Executive Director Liora Sponko

From: Kathryn Rose Beck

Re: YouthARTS: PR Project

At first glance the Lane Arts Council has a good grasp on what is needed to activate community involvement and donor support in Lane County. Currently there is a website in use, a twitter page (27 followers) and a facebook page (210 likes.) All of these help get messages out to the community, however, there is a lack of captivating/rousing content on these sites, which means the Lane Arts Council is not fully utilizing its social media tools.

After meeting with you, our Public Relations Campaigns Group has identified three key areas of improvement that you would like us to focus on:

- The need to publicize YouthARTS & other Lane Arts Council programs in areas outside of Eugene (i.e. Springfield, Junction City, Florence, Yachats, etc.)
- The need for materials to publicize events and program opportunities (i.e. brochures & fliers for the Adopt a School Program)
- The need for more high school level involvement in the YouthARTS Program. (i.e. find artists that will stimulate interest of high school level students)

In conclusion: we are recommending and therefore creating a three-minute video montage for your YouthARTS Program to:

- Stimulate interest of YouthARTS
- Provide a solid tactic to engage businesses to become donors
- Spark community involvement by posting video to KVAL.com Community Page via previously established contact (Mark Furman)
- Establish a universal video to share via social media: facebook, twitter, Lane Arts Website

Thank you for your time and consideration. We are looking forward to working with you.