

HCC Publicity Opportunities

Revised 10/30/07

Issues for Consideration:

- The HCC Strategic Planning Committee, an ad hoc committee, started the table below in Jan. 2006. The HCC Vista volunteer updated it in 2007.
- Many Helena citizens aren't aware the HCC even exists. Our Bylaws clearly state it's the HCC's responsibility to let people know who and what we are. We think publicizing HCC activities is part of a much larger strategic planning function.

| | Print | TV | Radio | Website | Public Meetings | Word of Mouth |
|---|----------------------------|------------------------------|--------------------------|---------------------------|------------------------------------|---|
| <u>HOW TO PUBLICIZE:</u> | | | | | | |
| Monthly Meeting: Date, Time, Location | X (Column) | X (HCTV show) | X | X (Calendar) | X (Commission, Admin reports) | |
| Monthly Meeting Agenda: Discuss as part of monthly communications if relevant and agenda has been made | X (Column) | X (HCTV show) | X | X (Calendar) | | |
| Monthly Meeting Minutes: Post on Website | | | | X | | |
| District Meetings: Date, Time, Location | X (Column, Ads, Calendars) | X (HCTV show, HCTV calendar) | X | X (Calendar, news/events) | X (Commission, Admin reports) | X (Fliers in Neighborhoods) |
| HCC Public Meetings | X (Column, Ads, Calendars) | X (HCTV show, HCTV calendar) | X | X (Calendar, news) | X (Commission, Admin reports) | X |
| City Public Meeting Notices (As Needed Beyond City Publicity) | X (In Column) | X (HCTV show) | X | X (Calendar, news) | | X |
| <u>ADDITIONAL TASKS:</u> | | | | | | |
| Prepared Statements at City Admin and Commission Meetings (Usually one per week) | | | | | X | |
| Televise Monthly Meetings: HCTV | | X | | | | |
| Monthly Educational Pieces About City Issues | X (Column) | X (HCTV show) | X | X (News, links) | | X |
| Regular Columns in the Queen City News and Independent Record: VISTA Task | X | | | | | |
| Monthly HCTV Show: Need guests, host; VISTA organizes | | X | | | | |
| KBLT Coffee Break/ KMTX Monthly? | | | | | | |
| Letters to the Editor of QCN and IR As Needed | X | | | | | |
| District Reports in Newspapers? | X | | | | | |
| Televise Other Events: HCTV, other local stations | | X | | | | |
| Publicize Community Events (Ex: Spring/Fall Cleanup Day) | X (Column, Ads, Calendars) | X (HCTV Calendar) | X (Ads, guests on shows) | X (Calendar, news/events) | X (Commission, Admin reports) | X (Fliers, announce at neighborhood meetings) |
| Publicize HCC Vacancies | X (Column, Ads) | X (HCTV show) | X | X (News) | X (Commission, Admin reports, etc) | X (Neighborhood Meetings, etc) |