

## **2020 Annual Report for Publicity and Public Relations Committee**

**Goal:** *To increase the visibility of the Salisbury Association and its many activities, projects, and events in our community.*

### **Emails**

Emails about happenings—from upcoming exhibits and programs to new hiking trails to following health guidelines—went out to over 600 people on our email list.

### **Online Exhibits, Lectures, and Events**

Bird exhibit “Birds in Crisis: What Can I Do?”

Doug Tallamy’s “Nature’s Best Hope: A New Approach to Conservation That Starts in Your Yard” (courtesy of The Salisbury Forum)

July 4<sup>th</sup> celebration with the reading of the Declaration of Independence and music by the Salisbury Band

Holiday concert with The Salisbury Four

### **Outdoor Exhibit**

Although the annual Fall Festival was canceled this year, a tent was set up outside the Academy Building on Saturday. Everyone who walked by was invited to visit the Art Exhibit and to look at a variety of maps, brochures, and books for sale. Trustees gathered names of those who expressed interest in becoming involved with the Salisbury Association.

### **Sign**

A new outdoor sign was purchased to publicize one-day events, such as lectures and annual meeting.

### **Newspaper Articles**

We continue to develop good relationships with local newspapers, such as the *Lakeville Journal* and *Republican-American*, and with online newsletters, such as *Berkshire Style* and *Rural Intelligence*. Recent articles have covered the “Birds in Crisis” exhibit, new Yoakum Preserve, ribbon cutting ceremony for our new doors, and Zoom presentations on women’s rights and African citizens of northwest CT.

### **Ads**

Special ads in the *Lakeville Journal* were created for the virtual July 4th celebration in the summer and the virtual concert in December.

### **Newsletters**

This year two newsletters were sent to everyone in the community, along with out-of-town supporters. The newsletters included articles about the switch to virtual programs, Salisbury’s iron industry, summer interns, student magazine cover competition, wilderness corridors, Beautification Committee, History Day 2020, Pope Preserve Hiking Trail, and a thank you to our 2019 donors.

### **Website**

A committee is actively engaged in developing a new website that will be more attractive, informative, and easy to navigate. We are in the process of compiling written content and new photos for the web designer that is selected. Hopefully the new website will be accessible by summer.

### **Social Media**

Photos and information are currently posted to Facebook. We are looking at other sites that are used by different demographics than Facebook.

### **Banner**

A new outdoor banner was designed and installed on the corner of the Academy Building. It's message: "Discover.....Our Land, Our History, Our Events" was suggested by Rich and Lynn Reifsnnyder and designed by James Clark. The wrought-iron hardware was crafted by William Trowbridge.

### **New Doors**

With an old solid door that was usually closed, some people thought the Academy Building was not in use or even abandoned. A committee was challenged to design new doors that would be historically appropriate for the 19<sup>th</sup> century building and still be welcoming. Thanks to Sarah Morrison, Chris Brennan, and Abeth Slotnick, a two-door solution was created. When the building is closed, the solid outer door is closed. When the building is open, the inner door with glass panels allows the public to see what is going on inside.

A ribbon-cutting event was held in November to celebrate the new doors and banner. Alice Gustafson, the first donor to the project, cut the ribbon held by William Trowbridge, who made the banner hardware, and Bert Fitch, who made the three new doors.