

AFMHS Chief Information Officer- Communications Report for 2013

Free promotional opportunities continue to be essential to 'telling our story' in Walden, The City of Greater Sudbury and throughout NE Ontario.

Our KEY Communications PARTNER continues to be Walden-CAN [Since 2007] - sharing our information on our AFMHS Page of their website **www.Walden-CAN.com**, in their Weekly E-Updates and in their monthly Column in The Sudbury Star.

Our Partnership with Alek Luopa, LDSS Student & Long-Term Sponsors Hia Media [2012-2016] continued to ensure that all our PR Materials were eye-catching & professional-looking. Alek has graduated & is attending Laurier University but he continues to assist us with Graphic Design problems. **Luckily, Morgan Penney, LDSS Student has volunteered to help us with Graphic Design & Photography.**

The Principals of our 5 Schools in Walden continue to support our FREE Community Events at AFM- sharing our E-Posters with their students & parents and including notices in their newsletters.

The Greater Sudbury Public Library continues to share our Posters with all Branches

As Associate Members [no cost] of Sudbury Tourism –our notices/posters are shared with their members, posted on their website, facebook & twitter- greatly increasing public awareness about the AFMHS & our FREE Community Events at the AFM. For the first time, both 'Rock The Farm' & Fall Fair were listed in the 2013 Visitor's Guide [English & French versions]. **Note:** Both events are listed in 2014 Visitor's Guide + a Photo

As Members of Northern Ontario Agri-Food Education & Marketing Inc. notices & articles were included in their Newsletters & on their website and Rock the Farm & Fall Fair Ads are included in: Boreal Harvest- Art & Farm Tours and Farm Guide Directory

Our Two KEY In-Kind Media Sponsors continue to help us increase our Target Audience & Target Area- promoting our FREE annual events at AFM

- I. KICX 91.7FM:** provided \$22,020 In-Kind Promotion 'Rock The Farm' & Fall Fair
Note: KICX91.7 has committed to Long-Term Sponsorship of both [2014-2016]
- II. Walden Today- Long-Term Media Sponsor:** provided \$2,500 'Rock The Farm', \$800 Fall Fair & \$500 Christmas Tree-Lighting In-Kind Promotions in 2013

Local Media continue to share our news, prepare feature stories & help us tell our 'story' over & over! CTV News, East Link News, CBC Points North, Le Voyageur, Northern Life & The Sudbury Star

FREE websites/social media help increase our Target Audience & Target Area: Media websites, SNAP Sudbury, GS Heritage Museums, Sudbury Tourism, Walden-CAN, Eat Local Sudbury, NOAFEM and Music Film & Motion, etc.

Just Google *anderson farm museum historical society* & see all the hits you get
Communication Partnerships were KEY to our growth & expansion in 2013!

Gwen Doyle, CIO AFMHS for April 9, 2014 AGM