

Monthly HLC Outreach Discussion

Month: March 20-April 16, 2026

Publicity Items Requiring Assistance from the Communications Team this Month:*

- 1) **Historic Photo Contest**- key dates: March 13, 2026-April 30, 2026
- 2) If there's any write ups or details about past winners, we could use that to pitch to our local media – maybe a feature on a past winner would inspire a future winner? Possibly they interview a past winner and we share that story on social, the newsletter and with the media with a link to the next year's contest?
- 3) **Qing Ming Festival**- key date: Saturday April 4, 2026
- 4) **Weekly Salem History Moment Podcast**- Ongoing Weekly, Tuesdays
- 5) **HLC Spring Newsletter**- to issue Mid – March
- 6) **Historic Preservation Month- Outreach:**
 - a) Willamette Heritage Center- Charles Sams III – to Speak on May 27th
 - b) Other? What other activities does the HLC want to start developing now in order to advertise through the Communications Team about Historic Preservation month?
- 7) **Anything else** the HLC wants to promote?
 - a) **Cherry Blossom Day** – March 21

Methods of support from the **City Communications Team to be utilized in the following ways: City Facebook, City Instagram, City Weekly E-Newsletter; As Pitches During Bi-Weekly Meetings With Local Newspaper Reporters; To Share as Applicable with Local Tourism (Travel Salem); To Share as Applicable with Neighborhood Associations (through Irma); To Share as Applicable with School District (through Laurie); To Share as Applicable with Center 50+/Senior Community.*

Future Additional Support from the Communication Team:

1. **New HLC Logo and Brand.** Does the HLC want to update the Logo (used now on the Newsletter) and then develop a Regular Campaign with HLC Design/Brand (weekly/monthly, etc.) that runs on City Social Media and E-Newsletter (Example - City's Business Monday campaign)
2. **Facebook.** Does the HLC want to collapse the current Facebook content into the City Facebook page to maximize reach and following?

Future General Outreach Discussion Topics

- 1) **Display of Photos from Photo Contest:** The Willamette Heritage Center has offered to display these for the HLC- any other locations to display these? How long? What to display?
- 2) **Summer Newsletter?** Does the HLC want to do a summer newsletter? Topic Ideas?
- 3) **Window Workshop.** When would the HLC like to do this? Details of where? Partners?
- 4) **Homeowner Guide.** Does the HLC want to develop a New Historic Homeowner's Guide? If so what format and content? Work with current Heritage Neighborhood to Develop?
- 5) **Toolbox Grant Promotion?** Does the HLC wish to improve their outreach for the Summer Cycle of the Residential Toolbox Grant?