The Rising Tide project supports vibrant, thriving communities to attract business investment and talent by creating a sustainable path toward economic stability and growth. The Michigan Economic Development Corporation, Talent Investment Agency, and Michigan State Housing Development Authority—collectively, the Talent and Economic Development (TED) team—have committed their assets to engaging specific communities across the state in order to empower them to shape their future and maximize economic potential. This document was produced as part of that effort.
May 2017

Village of Newberry
Village Council
302 E. McMillan Ave.
P.O. Box 203
Newberry, MI 49868

Dear Village of Newberry Council:

On behalf of the Project Rising Tide Team, Place & Main Advisors, LLC, is pleased to present you with this Strategic Communications Plan for the Village of Newberry. The plan is part of the village’s participation in Project Rising Tide and is provided for by the Michigan Economic Development Corporation.

This plan details the steps necessary for the Village of Newberry to tell the story of the community, share good news with residents, visitors and media alike. The plan details specific steps to sharing the stories, templates for the ease of sharing news, documents for keeping the community’s communications organized, as well as a detailed media list. In the end, we are confident in the plan we have put forth and the community’s ability to execute it.

Thank you for the opportunity for our firm to work with you.

Sincerely,

Kirsten Borgstrom, Principal
I. Overview
I. Overview

Developing and implementing the following steps of the communications plan will assist the Village of Newberry to focus on the message, reach the identified target audiences as well as influence the efficiency and simplicity of the communications.

Village of Newberry Overview:

The Village of Newberry is a part of McMillan Township and is the county seat of Luce County in the eastern end of Michigan’s Upper Peninsula. The Village of Newberry is also served by a state trunk line, M-123, which connects the village with neighboring Paradise and the Upper and Lower Tahquamenon Falls, a very popular destination that draws more than 400,000 tourists a year. The community is served by Helen Newberry Joy Hospital, a historic downtown core and a municipally-owned power and water department. The aforementioned Tahquamenon Falls attract visitors all year round but especially in the summer and fall. In winter Newberry is a prime destination in the state for snowmobiling and other winter sports.

Primary Messaging:

Mission-based:
The Village of Newberry, Michigan strives to be a place of economic opportunity. From traditional employment options to entrepreneurial endeavors and development opportunities the village is a fully supportive partner in efforts to create prosperity locally and in the Greater Newberry area.

Location-based:
Located in Michigan’s Upper Peninsula, surrounded by miles of state and national forests, Newberry is the Moose Capital of Michigan and the Gateway to Tahquamenon Falls. Home to a variety of resorts, countless outdoor recreation opportunities including the best in fall color, hunting, fishing, hiking, paddling, dog sledding, and birding. Woods and water make this area a refreshing getaway.
II. Communications Goals & Objectives
II. Communications Goals & Objectives

The goals and objectives set below are a reminder of what and why we need to communicate with the audience. These goals and objectives should be reviewed on an annual basis to make sure they reflect the goals and objectives of the overall organization.

1. Brand the Village of Newberry as a place of economic opportunity, creating awareness that the village is a fully supportive partner in efforts to create economic prosperity in the village and Greater Newberry area.

2. Increase awareness of the Newberry area as a destination to live, work, and play. Keep in mind that times have changed and it is no longer workers following jobs but rather deciding where to live then finding and/or creating their dream job.

3. Assist in sharing business news, including but not limited to companies choosing to relocate to Newberry, business development and/or expansions.

4. Create awareness that Newberry is “The Gateway to the Falls.”

5. Outline strategy and support for media platforms, including traditional and social media, as communications methods.
III. Materials
III. **Media Materials**

The following identifies a few of the most common media materials, including how and when to use these materials, to share information with the media. Templates for these materials have been provided.

**Press Releases**

Write the press release as if writing the actual article about the topic at hand. Include as much of the ‘who, what, where, when, and how’ in the opening paragraph. A quote by the appropriate spokesperson, additional background information as necessary as well as a call to action on how or where to obtain additional information should also be included in the release.

**Timing / Tips:**

- The press release should be cut and pasted into the body of an email, not sent as an attachment. Let the journalists/new outlets know if you have photos available but do not attach them. It is best to use a file sharing system (We Transfer, DropBox, YouSendIt) and send a link as most outlets will require high resolution images (300 dpi @ 4x6).
- If sending a press release to a group of journalists, send it to yourself and bcc the journalists, or use an email service such as MailChimp to send to everyone at once without each email address being visible in the ‘to’ line. MailChimp is a free service that will help organize distribution lists including media and other external lists.
- Event press releases should be sent out 4-6 weeks prior to the event date. Use a media alert as a reminder as it gets closer to the event.
- It is best to send press releases out in the morning (after 9am), however if it is necessary to distribute in the afternoon do so prior to 4pm to give journalists enough time to review and take action if necessary.
- Press releases should not be distributed over the weekend.
- Avoid sending out a release the day before a holiday or long weekend, unless it is related to the holiday.
- Make sure to include contact information on the release, including the best way to get ahold of the contact should the media outlet have questions.
Media Alerts
Media Alerts are a great communications tool with the media for announcements and/or upcoming events, serving as an invitation to an event such as a press conference, grand opening, check presentation, etc. The alert is a concise at-a-glance summary of the event.

Timing / Tips:
- A media alert is usually sent out twice, once a few weeks prior to the event, and again a day or so before the event to serve as a reminder.
- The media alert should be cut and pasted into the body of the email, not sent as an attachment.
IV. Media Lists
IV. **Media Lists**

The media list file includes many tabs, across the bottom, with lists of media who may be interested in hearing about projects and happenings in the Village of Newberry. The tabs in the media list file include business writers, travel and outdoor writers, radio, television, and print.

Given that social media has become another way to tell your story, in addition to listing the media contacts on each of the tabs links to Facebook profiles and Twitter handles, where applicable, have been included. As you grown your social media efforts make sure to ‘like’ and ‘follow’ these folks as many use these non-traditional media outlets as a source of gathering story ideas.

**Business Writers**

These are the journalists writing about a variety of business topics in Northern Michigan. On the ‘contact topic’ column it shows what types of stories each contact tends to be interested in. Also, included area business writers who cover statewide topics including economic development, as well as business contacts in the other major media markets across Michigan. The intent is not to send every release to every contact but rather to those who would be interested in receiving the information. For example, do not send a ribbon cutting announcement release to the Grand Rapids Business Journal unless the ribbon cutting is a Grand Rapids based company expanding and/or relocating to Newberry.

**Travel / Outdoor Writers**

The writers included in the travel and outdoor tab include many Michigan-based journalists who cover various aspects of travel and outdoor recreation. Look to the ‘contact topics’ column to see what type of information the journalist is interested in, as well as the ‘outlet topics’ to see what the outlet covers.

**Radio**

The radio tab includes many of the Northern Michigan based radio stations who have a news director covering local news on a daily basis. Share local news updates with these contacts. Also included are a few radio stations and programs covering statewide business. Use these contacts to share major announcements and/or milestone anniversaries.
Television
The television tab includes all of the television stations throughout the state. It is likely you will share more information with the local stations and less with the downstate stations. In addition, this complete list is a great resource for social media. These are the media outlets to follow.

Daily Newspapers
This tab includes the list of daily newspapers throughout the state. This was included more as a resource, along with an opportunity to follow many of these media outlets on social media rather than proactively sharing story idea or press releases.

Note: There will be times where media will ask to be removed from your distribution. Do not take offense to this. Acknowledge the message has been received, remove the contact from your media list and move on. This does happen when a journalist changes what they write about or if they feel the information they are receiving is not timely or on topic.
V. Social Media
V. Social Media

Social media brings together the latest news and trends, along with offering a means to network. Social media can, and should, be used as a communications tool with both internal and external audiences. Use social media outlets to share the stories of what is happening in the Newberry area with current and potential residents, business owners, visitors, and media alike. Here are some best practices for using social media:

General Social Media Tips:

- Treat the page as an ongoing conversation. The most successful Facebook pages rely on 2-way interaction with their fans.
- Pay attention to what works and what doesn’t, and adjust content and frequency based on results. Keep a spreadsheet with the following info to see what kind of content, posting schedule generates responses:
  - Date
  - Time
  - Post Content (actual text of the post, and indicate if a photo/link/video was included)
  - Comments
  - Likes
  - Feedback Sentiment (mostly positive comments, any complaints, etc)
- Be cognizant of spelling and grammar. While occasional typos are common and forgiven easily, consistently poor writing skills can have a detrimental effect on brand perception.
- Manage your posts efficiently. If there are 3 posts planned for the week, DO NOT post them one after another all on the same day. It is not an acceptable practice and not appreciated by fans.
- Be selective of the photos posted. 10 photos that capture the essence of the event are better than 100 that cover every little thing. Fans won’t typically have the patience to pour through large photo albums.
- Additional resources including Social Media Informational Guides for Facebook, Instagram, Twitter, Blogging and more can be found online in the MEDC / Pure Michigan Social Media Learning Library (Michigan.org/industry/social-media-learning-library).
Social Media – Facebook
- Keep content going throughout the year, a minimum of one post per week. Ramp up to 2 or 3 posts per week during peak seasons, prior to events and/or as news is happening.
- Do not post 2-3 consecutively. Be sure to have space between morning and afternoon or on different days.
- Create awareness of Newberry, the potential economic opportunities, and quality of life by creating an ongoing stream of content, such as:
  o Area history / trivia
  o Job Openings
  o New Business Announcements / Ribbon Cuttings
  o Awards and Accolades
  o Press Coverage
  o Events
  o Seasonal Activities
  o Lodging / Dining Specials or Options
  o Shopping Experiences
- Use consistent posting to solicit participation from your fans. Ask questions about each of the above topics, encourage fans to post their own pictures, etc.
- Be sure to thank users for their participation, and respond to questions.
- Add relevant news outlets, local businesses, hotels, restaurants, and other community organizations to ‘Favorite Pages.’ Visit these pages, and comment on their walls to build relationships throughout the year.

Social Media – Event Specific
- Pre-Event:
  o Establish a posting schedule. This schedule is meant to act as a loose guideline, not a hard and fast rule. Having it will help keep staff and volunteers on track, and set expectations for fans of the page. The schedule should include:
    ▪ Who will post event news and updates
    ▪ What they will post
    ▪ Who will respond to questions, etc (this should be someone with intimate knowledge of the event)
    ▪ Frequency and time of day of posts
o Add your social media icons to event promotional materials including websites. Consider adding the Facebook widget to the site as well, which allows users to ‘Like’ the page and/or event directly from the site.

o Include social media links in all press releases and media interviews

- During Event:
  o Focus heavily on photos. Photos inspire more interaction. Encourage fans to share their own photos as well. Snap mobile photos to share immediately, and higher resolution photos to share later.
  o Tag people who are fans of your page in the photos.
  o Solicit fans to find out what they want to see pictures of and fulfill their requests in a timely fashion.
  o Share information on weather, parking, restaurants, etc, and encourage fans to share their own tips.

- Post Event:
  o Share any additional photos.
  o Make sure to say thank you to consumers for attending the event, volunteers for helping with the event, and sponsors for contributing to the event.
  o Ask fans to share their favorite photo and/or memory of the event.
VI. Appendix
For Immediate Release

Contact: {Name}

{Date} {Telephone / email}

{PRESS RELEASE TITLE – attention grabbing}  
{Subtitle – specific info}

Newberry, MI – {Intro paragraph that is catchy, but also covers enough of the who, what, where when, how that is being conveyed in the release. If a reporter reads only this first paragraph they will understand top level what the release is about.}

“Quote from organization contact and/or expert issuing the release,” commented {name, title, company / organization.} “If there is more to add to the quote, add it here.”

{Additional information on ‘the what’ of the release.}

{Any additional background information that is needed to tell the story.}

{Always close the release with how a journalist can find additional information, including organization / event website and telephone number.}

# # #

From traditional employment options to entrepreneurial endeavors and development opportunities, the Village of Newberry, Michigan strives to be a place of economic opportunity. The village is a full supportive partner in private efforts to create prosperity locally and in the Greater Newberry Area.

Editor’s Note:  {if images are available make sure to note that here.}
MEDIA ALERT / PHOTO OPPORTUNITY

MEDIA ALERT TITLE {catchy / attention grabbing}

Media Alert Subtitle {gives more specific information about the content of the alert}

WHO / WHAT: A paragraph that talks about the who and what, why the media should write about this story.

WHERE: {Where does this story take place? This is good to include for television stations who might want to come out with a crew to get video footage.}

WHEN: {If the story is date specific, or event driven, include the day, date, and time}

CONTACT: {Always make sure to include a contact name, telephone (preferably cell #) and/or email address.}

-30-

Boilerplate information, including website.
## Project Rising Tide - Newberry

**Social Media Content Planning**

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