



## Communication Plan

<b>PROJECT NAME</b>	Hudson River Valley Heritage (HRVH)
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Increase awareness &amp; usage of HRVH among cultural heritage organizations, the general public, and libraries in the Lower Hudson Valley.</li> <li>• Awareness among cultural heritage organizations and libraries about HRVH and building the site through collaboration in the Lower Hudson Valley.</li> <li>• Increase awareness and usage of HRVH in educational organizations in the lower Hudson Valley.</li> </ul>
<b>TARGET MARKETS</b> (General)	<ul style="list-style-type: none"> <li>• The media for cultural heritage organizations and libraries</li> <li>• General Hudson Valley media (look out for special supplements on history and or the Valley).</li> <li>• Hudson Valley organizations directly, including:               <ul style="list-style-type: none"> <li>○ Libraries (college &amp; universities, public, special, school, hospital)</li> <li>○ Cultural Organizations</li> <li>○ Museums</li> <li>○ Historical Societies</li> <li>○ Archives</li> </ul> </li> <li>• Education media (NEA Newsletter, Mid-Hudson Teachers Center)</li> </ul>
<b>TARGET AUDIENCES</b> (Who we are targeting)	<ul style="list-style-type: none"> <li>• Directors of (or heads of) cultural heritage organizations, libraries, museums, archives, and educational organizations.</li> <li>• Cultural editors of the general media.</li> <li>• Technology editors for the cultural heritage organizations and library media.</li> </ul>
<b>KEY MESSAGES—</b>	<ul style="list-style-type: none"> <li>• Award-winning, first and only collaborative online digital project providing access to historical materials from the Hudson River Valley.</li> <li>• Cross-reference searches available across collections.</li> <li>• Indexed in Google and other search engines.</li> <li>• Links from organizations home page to HRVH and from HRVH to each organization for free.</li> <li>• The website is up and running with 23 organizations participating and this list is growing. The site includes digital collections from colleges and universities, libraries, archives, historical societies, museums, and cultural organizations.</li> <li>• Provide access to unique historical resources not previously available.</li> </ul>

	<ul style="list-style-type: none"> <li>• HRVH is funded by SENYLRC. The initial project was funded by LSTA and RBDB funds from NYS.</li> <li>• You can go online to use primary resources.</li> <li>• Making historical materials available online without having to handle the original materials.</li> <li>• You can increase the visibility to your organization via a website.</li> <li>• Any organization with a historical collection can increase access to its valuable resources by joining the HRVH digital service.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Website: contact information on website for how to contribute.</li> <li>• Press Kit.</li> <li>• For the media, there will be a press release and a fact sheet.</li> <li>• For the organization market, there will be a brochure (DONE).</li> <li>• For the public market, there will be a brochure.</li> <li>• Press room on the HRVH Website.</li> <li>• TV: Local Cable Channel (RNN).</li> <li>• SUNY New Paltz Interview Show (need to be a guest of a SUNY New Paltz staff/faculty).</li> <li>• Speaker circuit to collaborative groups/consortia (libraries, historical societies).</li> <li>• Write an article for distribution to other organization's (contributors and consortia) newsletter.</li> <li>• Kingston Freeman: Summer 2007 Heritage insert - good place for an article or ad.</li> <li>• Hudson Valley Ramble (fall 2007).</li> <li>• Educator's newsletter - Provide content.</li> <li>• Editorials for special events (Women's History Month, Black History Month, etc).</li> <li>• Offer workshop thru teacher's centers.</li> <li>• Traveling exhibit in library/museum/cultural heritage society.</li> <li>• RSS Feed.</li> </ul>
<b>GRAPHICS</b>	<ul style="list-style-type: none"> <li>• HRVH has a logo.</li> <li>• Create a template for HRVH press releases that includes the logo .</li> </ul>
<b>QUANTITY</b>	TBD - depending on funds.
<b>TIMELINE</b>	12 month time line
<b>BUDGET</b>	Award money Additional funds for print publications