

### **Publicity Report to Council – April 2013-04-20**

- We are continuing to obtain new followers over Facebook and Twitter with close to 200 people now following us on Facebook and over 100 on twitter. This has allowed us to communicate the availability of MGS resources, promote the capital campaign, and announce upcoming events and talks including the upcoming garage sale and Manitoba day event to a broad audience.
- Advertisements for the MGS garage sale have been placed on the Winnipeg free press, Winnipeg sun, and CoffeeNews websites. These will run for a few weeks prior to the MGS garage sale.
- I am attempting to get both the MGS garage sale and the MB Day event put on the global tv, CBC, and CTV events pages. These pages announce local community activities and events on these pages may be mentioned on air.
- I will be creating a short video announcing the Manitoba day event using family history photos that Linda has provided along with a voiceover briefly describing the event and the MGS. This will be placed on YouTube and will be advertised through our social media and other websites. This video may also be run as a PSA on select channels depending on the cost.

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