

Bellingham Story Hour

Project Update Memo 1

24 April 2023

To: Kamarie Chapman, co-artistic director, and Krissa Woiwod, co-artistic director

CC: Dr. Kristi Lewis Tyran, professor

From: Kaitlin Losansky, student

RE: Marketing Project Update 1

Hi Kamarie and Krissa,

It was lovely to meet with you last week to outline my role with Bellingham Story Hour. I was also thrilled to speak with Savannah LeCornu from Bellingham Alive to extend the impact of your work even further. I am honored to be included in the upcoming Bellingham Alive article alongside you both. The notes I took during the interview will deepen my understanding of the Bellingham Story Hour mission and values.

Here is a summary of the work we discussed so far (April 12th-24th):

1. The notes I took during the interview will be used as the foundation for social media posts moving forward, classifying different post categories to focus our brand
2. Krissa sent me the login info for the BSH socials and Google workspace, which I have logged into. I was not able to open the link to set up my own BSH email, so if that could be sent again I would appreciate it.
3. I developed a [schedule](#) for social media posts and associated marketing tasks, including when to post on each platform, content creation reminders, and participation at events. A draft of this schedule is included below, but I am still looking to add/edit the tasks.

My plan for next week (April 24th-30th):

1. Post 3 times on Instagram and Facebook
2. Create a Facebook event page for May's workshop cycle
3. Attend the Story Share, lead introductions, and take pictures/recordings of the event
4. Develop an appropriate Reddit advertisement
5. Explore the Square platform

I am excited to get to work! Thank you for the opportunity to learn from you both about starting an arts organization from the ground up. I believe the work accomplished at BSH is valuable to our community, and I am eager to be a part of it.

Kaitlin Losansky

they/she/he

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Bellingham Story Hour Project Plan - Kaitlin Losansky	
Date	Task
04/25/2023	Story Hour - Pictures, recording, Square
04/27/2023	Long post, writing/mission
04/28/2023	Facebook event for May Workshop cycle
04/30/2023	Short post, reminder, writing, Reddit
05/02/2023	Workshop 1 - Pictures, content, post
05/05/2023	Long post, writing/mission
05/07/2023	Short post
05/09/2023	Long post, writing and motivation
05/12/2023	Long post, ad for 05/20 event
05/15/2023	Short post, reminder
05/16/2023	Workshop 2 - Pictures, Content, post
05/19/2023	Long post, ad for 05/20 event
05/20/2023	New Prospect Event
05/21/2023	Short post, reminder, check Square
05/23/2023	Story Hour - Pictures, recording, Square
05/25/2023	Long post, writing and motivation
06/01/2023	etc. etc.