

Bellingham Story Hour

Project Update Memo 3

8 May 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 3

Hi Krissa and Kamarie,

We had a great turnout at the first workshop - lots of new faces and some returners!

I am right in the thick of two of my capstones over the next two weeks, so I am trying to balance my work across the board. Please note that I will not be able to attend the workshop on May 16th due to a prior commitment.

Here is a summary of the work from last week (May 1st to 7th):

1. I made one instagram post last week. I took videos at the workshop, which I think was a fun idea but I didn't nail the execution as well as I would have liked. I appreciate your patience as I try out some new things!
2. I attended the first workshop and connected with the newcomers. I informally asked how people had discovered the Story Hour, and was met with some surprising responses. The early instagram posts were reaching people, along with posters at the New Prospect and word of mouth.
3. I talked with Savannah, and I believe she said the Bellingham Alive article won't be released until the summer (June/July). For some reason I was under the impression it was a more recent article. Which just means we have more time to amass a cultish following by our own means until then.

My plan for this week (May 8th to 14th):

1. This week we have off from workshops, and I would like to make a long post on instagram (Tuesday or Wednesday) that talks about the writing process and touches on some of the goals that I took notes on at our first meeting.
2. Krissa started a list of press release places in Bellingham (thanks!), which I will add to.
3. Schedule another Business Meeting for the week of May 15th (blazer optional)

You two rock. I think this week will be pretty chill, but let me know if there are other tasks to add. And Krissa, you were absolutely iconic at the Idiom 48.57 this weekend!

Kaitlin Losansky

they/she/he

Bellingham, 98225

425-691-9090