



April Status Report
April 1 – April 30, 2018

Account Management	Set tasks for Banner Project
Community Relations	Research Marketing Meeting notes from March 6; Revise Progress article; Design label for non-toxic materials article; Review & edit non-toxic materials article
Copywriting	Proof v3 of Progress article; Revise & submit Progress article for approval
Identity/Collateral	Create Budget Cover
Media Relations	Pitch Sebastopol to USA Today for Greatest Small Town; Revise SWT&N Progress Article; Log media hit from Press Democrat re: affordable housing; Research other featured towns' population sizes
Other	Troubleshoot outreach@cityofsebastopol.org email; Troubleshoot opening PDF's from City; Budget Cover mockups, updates, edits, etc.
Reporting	M&C report; "Annual" report updates & edits; Finalize Comprehensive Outreach Report
SM/Web	Post library commission opening to Facebook; Adjust press release for website; Check Facebook; Revise City Council article; Upload non-toxic materials article to website & share on Facebook; Repost from other organizations on Facebook; Share information re: Sebastopol Walks & Apple Blossom Festival; Share on Facebook fun article from Apple Blossom Festival; Post for City Council meeting on May 1; Responding to community members re: LWMAD applications



May Status Report
May 1 – May 31, 2018

City Council Meeting/Client Meeting	Present report at 05/01/18 City Council Meeting; Attend 05/15/18 City Council Meeting; Attend status meeting w/ Mary & Larry on 05/03/18; Attend special City Council meeting on 05/30/18
Community Relations	Request construction info; Request photo access from SWT&N, & Analy HS; Edit proclamation for Analy students; Remind Andy Delmonte of proclamation for Analy yearbook class.
Farmer's Market Table	Set up doodle poll for council availability; Confirm participation w/ Mary
Housing Initiative	Follow up w/ Core project; Brief Beth; Scope options for housing initiative event; Research dates; Attend planning meeting with Tasha; Document event project timeline; Brainstorm event planning & project; Schedule meeting w/Una & Beth
Identity/Collateral/Sidewalk Project	Research city decal; Order new city decal; Fix copy for sidewalk project
Mayors' & Councilmembers' Report	Schedule report tasks; Request information from city department heads & nonprofits; Compile report
Other/Planning/Research	Housing Fair Proposal; Antique Truck restoration project; Planning future projects; Research CERT website issue
SM/Web	Post to FB re: pipeline project, Sebastopol walks, library commission opening; Review Willow St Boy Scout post & images for FB; Schedule posts; Re-post from followers; Post special CC meeting to FB; Tweet burn rally; Post closure of Joe Rodota Trail; ATP hearing; Post continuation of zoning special cc meeting to FB & Twitter
Community Outreach, Continued	ATP Hearing 6/6: Add flyer to the City website, write short article for the home page, create graphic to use on Social Media, and post to Facebook and Twitter, create FB event, provide documentation.



Status Report June 01, - June 27, 2018
General Community Outreach: 46.83 hr.

Account Management/Research	Update media hits; Run hours for special projects; Save top Facebook posts for end-of-year report; Create annual report; Review & edit annual report; Media scan for any media hits
Client Meeting	Attend status meeting with Mary & Larry; Attend department head meeting
Community Relations/Copywriting	Review sheep grazing in Laguna emails; Give directions on press release for Kari Svanstrom; Submit Kari Svanstrom press release
Farmer's Market Table	Finalize table schedule; Create new signs; Update all signs
Mayors' & Councilmembers' Report	Write, edit, submit M&C report for June 2018
Planning/Other	Marketing Plan; Interview Kari Svanstrom for newsletter; Troubleshoot StickerGenius issue
Press Release	Write press release; Write article for website
SM/Web	Share Facebook posts; Schedule Parks post; Upload free bus information to FB, Twitter, website; Upload bi-weekly Facebook post for City Council meeting; Make summer post; Create new "banner" for Facebook; Remove Kenyon from website;
Media Relations	Give info on free bus to SWT&N; Distribute Kari Svanstrom press release to SWT&N, PD, North Bay Business Journal, North Bay Biz
Free Bus	Make Bus Buddy promotions; Post on website re: free bus; Send community updated Route 24 flyer; Post to Wacco, YKFSW, Nextdoor; Meet with E.I. Hillin re: SWT&N story



August 1, 2018
City of Sebastopol: Outreach
June 28, 2018 – July 31, 2018
JULY STATUS REPORT

Research, General or Industry	Research stickers
SM/Web	Schedule Facebook posts; Post re: Zero Waste; Check notifications; Follow Sonoma County Regional Parks; Post re: CC meeting; Adjust headers; Catalog photos from Analy HS students; Post re: Sebastopol Walks; Post re: Ironman road closures; Post re: Sen. McGuire's August 2 Meeting; Post re: Caltrans Traffic Advisory; Troubleshoot website
Free Bus	Contact Mary re: interview with Hannah Beausang (Press Democrat); Talk to Hannah Beausang with Press Democrat; Find Press Democrat article & Send link to Mary & Sarah
Media Relations, Research/Planning	Scan for media hits; Update media hits list
Account Management/Reporting	Troubleshoot Sebastopol Facebook (hacked?); Prep for Dept Head meeting
Community Relations	Research sheep grazing on the Laguna; Get info on City Council elections this fall; Review door hanger
Farmer's Market Table	Download Farmers Market photos
Planning	Contact events locations re: availability for Sundays in October/November for housing event; Compile documents for dept. meeting
Client Meeting	Attend City Council Meeting; Attend Status Meeting w/ Mary
M&C Report	Research for August Report; Compile info for August report; Write copy for August Report; Utilize Mary/Larry edits
Sidewalk Project	Review door hanger project; Format door hanger for new size; Send first drafts of Sidewalk Safety brochure to Dante; Adjust address & date; Compare Vistaprint & Greenerprinter
Other	FEMA HighWater Mark Project



August 31, 2018
 City of Sebastopol Outreach/SM/Web
 August 1-31, 2018
 August Status Report

Other	Troubleshoot Building/Fire website issues; Research FEMA high water mark project; Find Agenda for City Council Post on Facebook
Mayors' & Councilmembers' Report	Review final copy
Sidewalk Project	Upload ideal Public Works Sidewalk Notice to Vistaprint
Planning	Plan for future Sebastopol projects;
SM/Web	Create fire safety post on Facebook; Request training & report "alpha order" issue to Planeteria; Research Little Free Libraries; Follow up with Planeteria on web refresher; Update website w/ list of City Council Candidates; Update Sarah Gurney profile; Announce City Council meeting cancellation on Facebook; Review & respond to questions on Facebook; Troubleshoot Sarah Gurney photo & bio issue; Adjust photos; Post "back to school" image on Facebook; Inquire re: Little Free Libraries to Sebastopol Regional Library; Make Sonoma Clean Power & Mayor's Green Presentations posts; Announce that flags will fly at half-mast on Facebook; Research questions for website refresher; Review Kari Svanstrom photo proofs; Create Labor Day Notice posts; Set up livestreams until the end of 2018
Client Meeting	Attend Traffic Safety meeting with LM, PD, & Cittaslow; Attend Dept. Head meeting; Attend website seminar
Research, General or Industry	Perform weekly media scan & update
Media Relations, Research/Planning	Research Sebastopol in the news



October 1, 2018
City of Sebastopol – Outreach
September 1-30 Status Report

Media Relations, Research/Planning	Perform weekly media scan & update; Build media list for Housing Expo
Community Relations	Share preparedness post; Research FEMA reimbursement project; Share Sebastopol Walks; Work on re-striping project; Contact CalTrans
Press Release	Draft FEMA reimbursement press release; Send press release; Draft Housing Expo press release
SM/Web	Write 9/11 Post; Research Facebook comments; Research for Art Trails; Share Sebastopol Regional Library post re: vote poster contest; Share CC meeting information; Look at resident commentary; Check comments on bike lane debacle; Troubleshoot bitly with Livestream; Review social media; Review M&C from August 2018; Add public comment policy to website; Review skate park closure message/responses; Re-post public comment policy; Delegate report; Notify staff & council on re-striping fiasco; Post “Scary/Simples” on FB; Share Oct 2 CC Meeting info
Other	Share Sept-Oct Newsletter; Strategize re-striping project; Research Caltrans SR 116 project; Finalize release & submit for approval; Read emails re: newsletter & zero waste; Prepare giant check for CC meeting; Locate S Gurney photo for SWT&N
Media Relations, Pitching	Send press release on re-striping, Prepare check presentation w/ Hopkins office
Reporting	Compile social media comments; Review social media comment report; Save Facebook comments from 9/22 post on changed traffic conditions
City Council Meeting	Attend CC Meeting re: FEMA check
Account Management	Attend Nextdoor Webinar Training; Search for photo of S Gurney
Mayors & Councilmembers’ Report	Plan ideas for Oct M&C Report; Write Oct M&C
Planning	Plan social media posts; Plan Promotional Plan for Housing Expo



November 1, 2018
City of Sebastopol Outreach
October 1-31, 2018
STATUS REPORT

Account Management	Review media possibilities for Sebastopol
Media Relations, Research/Planning	File media hits; Research online media
Community Relations	Clean up Nextdoor reports; Review information on LED trial from Dante; Distribute postcards to SCA, SCCC, Library, Sr. Ctr., Chamber, SDA, Analy, City Hall, City Council members, Public Works, Fire/Bldg. Dept., Burbank Housing, County of Sonoma; Request photos from Ives Pool
SM/Web	Draft Meg Mizutani LWMAD post for Oct 2; Schedule "FEMA Scary Simple" post; Share bike lane poster; Writing response for re-striping Facebook comments; Respond to bike lane issue on Facebook; Troubleshoot Housing Fair bit.ly link before approving postcard proof; Share Sebastopol Walks event; Share special CC meeting on Oct 30; Troubleshoot Livestream; Share job post; Share information on HAWK crossing; Review Facebook comments & respond; Share Public Arts Committee Press Release; Review housing "ad" guidelines from Facebook; Share City Council Meeting
Research, General or Industry	Research event signage options; Update media list; Work on postcards;
Client Meeting	Attend department head meeting (x2); Discuss LED streetlight test
Mayors' & Councilmembers' Report	Finalize October M&C
Copywriting	Write article for Sonoma County Gazette; Transform PG&E letter to Public Works letter; Review LED Streetlight article for website
Media Relations, Pitching	Send Housing Expo information to Nicole Bradin; Refer Housing Fair to La Prensa; Send LED Streetlight Trial pitch to SWT&N
Identity/Collateral	Request photo participants
Farmer's Market Table	Collect materials & re-stock document holders
Press Release	Write/share Public Art Press Release
Planning	Reach out to Analy re: postcard distribution; Plan for outreach re: LED streetlight test
Reporting	Compile bike lane Facebook comments; Edit comments from social media
Other	Edit compiled bike lane Facebook comments; Review Ecology Fall newsletter; Compare brochures for event; Pitch Bohemian for Housing; Share SFD Jenner Headlands controlled burn post
Housing Fair	Lay out press release on Mailchimp; Review distribution list; Condense verbiage for brochure; Request revision for postcard; Delegate flyer production; Create housing half-sheet; Finalize postcard file for print;

	Work on promoting event through social media; Post event to Wacco; Create Waccobb.net Ad; Compile & share materials with City; Troubleshoot housing ad on Facebook; Adjust schematic for Sebastopol CC Main Building; Create nametags, nameplates, etc.
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December 1, 2018
 City of Sebastopol
 November 1- November 30
 STATUS REPORT

Housing Fair	Make name plates for Housing Fair forum participants, File Housing Fair photos on to designated folders on DropBox
Housing	Onsite at the Housing Fair, Follow-up with Sonoma West Times & News, Review Housing Fair Photos and send to Sonoma West Times & News
Research, General or Industry	Research information regarding Measure Q and R from the November Ballot
Social Media	Draft Facebook post on the Sebastopol's AmeriCorps Trail, Camp Fire smoke advisory on Facebook, Twitter, Nextdoor, Post message about the air quality from Bill Braga on Facebook, Twitter and Nextdoor, Review Health Advisory Draft post from Sebastopol Fire Department, Update Pool posting on Facebook, Twitter, Nextdoor and via e-blast, Respond to direct messages from Facebook followers, Share Analy Winter Concert, Post HAWK crosswalk reminder to FB and Twitter, Draft Facebook posts for Arts Committee Meeting & Raise the Roof! event, Review information for Housing Fair, Create post about the November election, Upload County of Sonoma Housing Fair forum videos to Livestream, Share Sebastopol Walks event on Facebook, Draft Facebook posts for rest of week of Nov. 6-11, Post fall inspired photos, Post Veteran's Day post on Facebook, Sharing City Council meeting & starting Report on Housing Fair, Share Library post about public art committee,

	Draft post for air quality; Draft post for FEMA scares; Research event information for HAWK ribbon-cutting, Post message of safety for air quality on Facebook, Schedule thanksgiving post on Facebook and post about City Council offices being closed on Thanksgiving, Post HAWK Ribbon-Cutting article on Sebastopol website, Share Ives Pool closure, Share Cougar post on Facebook ; Upload HAWK post on Facebook, Update City Council meeting information on to Facebook event post, Review Facebook posts & schedule future posts
Planning	Respond to Tasha, ask for clarification from Larry, Review editorial calendar, Call with Mary. Create HAWK Ribbon Cutting Plan, Review status of hours, Respond Time Bank project assignment, Read and respond to Gayle's email, Read and respond to emails re: New Council and HAWK responsibilities, Plan Locals Who Make A Difference ads and send to Holly to review
Media Relations, Research/Planning	Speak with Henry about the HAWK Ribbon Cutting, Post Public Art meeting to NextDoor & Wacco, Research KTVU media hit on Sebastopol
Other	Gather information regarding Time Bank PR, Share news on Ives Pool
HAWK Ribbon Cutting	Assign project planning, Request support from Sebastopol Police Department, Contact Ila to recruit models to appear in the HAWK crosswalk photograph, Send photos to all city correspondents, Create flyer, Output of flyer, Print and deliver flyers to Library, City Offices, PS office, Burbank Heights and Senior Center, Media Relations: Answer questions from Sonoma West Times & News, Pitch the HAWK Ribbon Cutting to Chris Smith at the Press Democrat, Onsite and Facebook Live at the ribbon cutting, Tweet from City of Sebastopol

	about the ribbon cutting
Community Relations	Get informed about broken heaters at pool, Call with Dante. Make plan, Write messages for City and Pool, Submit message for approval, Add names to outreach list, Remind public of public arts committee meeting
Reporting	Review Housing Fair Media Report, Review and Send Final Media Report, Revise comprehensive hours report to include July and August, Compile stats & info from Housing Fair, Work on Housing Fair Report, Finish Housing Fair Report, Work on Housing Fair Media Report
Account Management	Read all emails from City of Sebastopol, Assign account tasks to team, Review & discuss comprehensive hours compilation on excel spreadsheet, Create HAWK ribbon cutting plan
Mayors' and Councilmembers' Report	Outline Mayors' and Councilmembers' Tasks
Media Relations, Pitching	Pitch Fast Company World-Changing Ideas to City Council, Pitch Open Space \$3M funding approval to Sonoma West Times & News, Answer question from Sonoma West Times & News on best contact for Open Space Grant for Trails



January 1, 2019
City of Sebastopol Outreach
December 1-31, 2018
STATUS REPORT

SP: Electric Bus Launch	Import Contact lists; Research emails from recipients that bounced; Call Press Democrat re: Bryan Albee, Patrick, Sarah quotes; Create Facebook blurbs about the event; Create website article/Facebook event post; Send invitations to VIP & post on SM/Web; Pitch broadcast media on debut of electric bus
Account Management	Find City Council header for MG; Create livestream CC meetings through 2019; Create CC letterhead for 2019; Arrange collateral re: New Mayor; Order nametags & business cards; Community Outreach List
SM/Web	Share FB post from Fire Department; Content Management (hide threatening comments, ban user, search Youtube, file complaint, report user, compile Facebook & Youtube posts, Forward to City Manager & Police Chief); Update City Council photo on website; Create NYE Facebook post; Share vacancies on the zero Waste subcommittee; Write set of steps for Community Outreach
Identity/Collateral	Schedule new CC photos; Confirm CC group photo
Research, General or Industry	Research comment approval
Media Relations, Research/Planning	Research bus route 24 for radio interview; Log KSRO media hit
Reporting	Research report for upcoming 2018 annual report; Create Electric Bus report; review end of year report outline
Other	Research social media notifications

Mayors & Councilmembers Report	Start MC report for January
Community Relations	Wayfinding: read emails -- Consider options; Bodega/Washington plan
Copywriting	Construction blurb