

COMPREHENSIVE PLAN COMMUNICATIONS TEAM
Public Outreach & Media Outlets Brainstorming Ideas

PRINT:

- Ship's Log
- WAT on bus advertising
- JCSA Waterline publications
- Flyers and posters
- FYI (bi-monthly)
- Neighborhood Connections newsletters (which will feed into community newsletters)
- Toano-Norge Times (and other area-specific publications)
- Virginia Gazette and Daily Press
 - o Print ads
 - o Media kick-off
 - o Op-ed pieces
- Banners
- 2008 Annual Progress Report
- Church bulletins
- TNCC and WM involvement
 - o Involve students
 - o Use campus newspapers
- Press releases
- List-servs
 - o Neighborhood Connections, Planning, Economic Development
 - o Add interest groups (such as Williamsburg Area Bicyclists, Chamber of Commerce, and Land Conservancy)

WEB:

- All print/press items go on web
- Secure blog to distribute Steering Committee materials
- UTube?
- MySpace page?
- Feedback form and comment sorting database
- Links between NOWAC website
- Advertise through Neighborhood Connections conference/web site
- Video streaming
- Recruiting CPT members and posting application to serve

TV48:

- Commercials and PSA's
- FYI show
- SCALA crawls
- "talking heads" programs
- Coverage of weekly Steering Committee meetings

- Broadcast Community Conversations
- "Bulletin Board"
- Monthly show about the Comp Plan
- "Conversations with the County Administrator" features
- Topic area programs produced by American Planning Association with detailed info on affordable housing, parks and rec, etc...

TV (in general):

- Cox ads (but this covers same viewers as TV48 reaches)
- Weather Channel scroll (Local on the 8's)

RADIO:

- Free PSA's through the TIDE and WMBG
- Paid PSA's on other popular stations

OTHER:

- Novelty handouts (pencils, Frisbees, etc...)
- Coloring contest (for cover of plan or for "how do you want your community to look?")
- "Meeting in a box"
- Listening post
- Speaker's bureau
- Booth at the fair in July 2008
- JCC102 (January 2007)
- Porch Talks
- Bumper stickers
- Other stickers (like "I Voted")
- Parks and Recreation/Rec Center
- Library