



Portal Partner Marketing Distribution

Tuesday, January 22, 2002

Wisconsin Humanities Council

<p>Publications:</p> <ul style="list-style-type: none"> • <i>Perspectives</i> Newsletter (Winter edition) • One-sheets to Council Members 10/12/01 (30 plus a few extra) <p>Events:</p> <ul style="list-style-type: none"> • Federation of Humanities Council in Indianapolis in November 01 • Wisconsin Book Festival • Barn Again! (2003) 	<p>Total Project Pieces:</p> <ul style="list-style-type: none"> • 300 posters (will mail with all outgoing Speakers Bureau information) 	<p>Distribution to:</p> <ul style="list-style-type: none"> • Potential grantees (via <i>Perspectives</i> Newsletter – Winter and Spring)
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Extension – Continuing Ed.

<p>Publications:</p> <ul style="list-style-type: none"> • <i>News and Ideas</i> newsletter (deadline 10th of month) <p>Events:</p> <ul style="list-style-type: none"> • CECC meetings / Dean and Directors of Continuing Ed. Meets 5x a year 	<p>Total Project Pieces:</p> <ul style="list-style-type: none"> • Posters 125 • Post cards 3,000 X 	<p>Distribution to:</p> <ul style="list-style-type: none"> • Continuing Ed. Dean and Directors of 26 campuses • Story (via Extension’s <i>News and Ideas</i> newsletter) <p>Overlaps with WPT initiative</p>
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Wisconsin Public Television

<p>Publications</p> <ul style="list-style-type: none"> • <i>Airwaves</i> (Dec. 2002 issue) • @WPT email newsletter (monthly, sent mid-month) • 2002 Annual Report <p>Events:</p> <ul style="list-style-type: none"> • Garden Expo • Press Event in March of 2003– distribution of business cards (Moir) • PBS Auction Conference in Milwaukee in Feb. 2003 (Nancy Griswold) <p>On-Air:</p> <ul style="list-style-type: none"> • On-air promos/voice over closing credits weekly 	<p>Total Portal Pieces:</p> <ul style="list-style-type: none"> • 472 posters • 1,500 postcards 	<p>Distribution to:</p> <ul style="list-style-type: none"> • PTV Members (via <i>Airwaves</i> Magazine – December 2001) • Libraries • Press • WPT membership who have indicated an interest in the humanities
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Wisconsin Public Radio

<p>Publications:</p> <ul style="list-style-type: none"> • Daily email newsletter to membership • <i>Resonance</i> newsletter (to members) • <i>Soundcheck</i> newsletter (underwriters) <p>Events:</p> <ul style="list-style-type: none"> • WPRA in January • ECB meeting in December • Friends meeting in December of 2002 <p>On-Air</p> <ul style="list-style-type: none"> • Public Service Announcements 	<p>Total Portal Pieces:</p> <ul style="list-style-type: none"> • 15,000 postcards • 350 posters 	<p>Distribution to:</p> <ul style="list-style-type: none"> • WPR Membership who have indicated an interest in the Arts
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Wisconsin Arts Board

<p>Publications:</p> <ul style="list-style-type: none"> • <i>Bulletin</i> printed quarterly • Statewide Arts Service Organizations Directory (50) <p>Events:</p> <ul style="list-style-type: none"> • America for the Arts Conference • Governor's Conference on Tourism in March 02 • Artist Meetings in Madison (11/19) 	<p>Total Portal Pieces:</p> <ul style="list-style-type: none"> • 550 posters • 550 postcards 	<p>Distribution to:</p> <ul style="list-style-type: none"> • art producers • Presenters of performance • Art service organizations • Local visitors and conventions bureaus • Private colleges
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Wisconsin Historical Society

<p>Publications:</p> <ul style="list-style-type: none"> • <i>Exchange</i> newsletter for local historical societies/ Tom McKay (deadline ?) • <i>Badger Bulletin</i> newsletter for teachers/ Margaret Dwyer (deadline ?) • <i>Folklife Education</i> (deadline) <p>Events:</p> <ul style="list-style-type: none"> • National meeting in Indianapolis • Statewide Historic Preservation Conference in November 2001 • Presentation at Historical Society for state wide Directors and Board of Directors, January of 2002 	<p>Total Portal Pieces:</p> <ul style="list-style-type: none"> • 5,000 postcards for society members • 30 posters (area research centers, and buildings for WHS) 	<p>Distribution to:</p> <ul style="list-style-type: none"> • Society Members • Area Research Centers • WHS buildings
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Wisconsin Academy of Sciences, Arts and Letters

<p>Publications:</p> <ul style="list-style-type: none"> • <i>Academy Review</i> (goes out end of Sept., Dec., March, and June) • <i>Inside the Academy</i> newsletter (goes out mid-August, mid-November, and mid-April) <p>Events:</p> <ul style="list-style-type: none"> • Waters of Wisconsin Conference in Oct. 2002 	<p>Total Pieces:</p> <ul style="list-style-type: none"> • 2,400 posters • 600 post cards 	<p>Distribution to:</p> <ul style="list-style-type: none"> • Posters to Membership (via <i>Inside the Academy</i>) • Postcards in lobby
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The Project

<p>Publications:</p> <ul style="list-style-type: none"> • Six major dailies • banner ad on jsonline.com <p>Events:</p> <ul style="list-style-type: none"> • Launch • Arts Day at the Capitol March 6, 2003 	<p>Project Pieces:</p> <ul style="list-style-type: none"> • Post Cards • Business Cards • Posters • Partner Tool Kits • Vendor Tool Kits • PTV Station Tool Kits • Letter head 6,000 plus blank sheets plus 4500 envelopes • Mousepads 	<p>Distribution to:</p> <ul style="list-style-type: none"> • Chambers of Commerce • Legislators • Technical Colleges • Bulk mailings to galleries, art museums, box offices • Public TV Stations
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Totals for Project Pieces:

- **4,102 posters (+ 1,000 for Project)**
- **25,650 postcards (+10,000 for Project)**
- **#TBA Promotional Business Size Cards**
 - **5,000 Tool Kits for Project**