

Communications Summary

July - December 2020

OVERVIEW

Number of Facebook posts	197
Number of Twitter posts	73
Number of press releases distributed*	25
Number of direct mailouts distributed (Brochures, flyers, letters, etc.)	5
Number of videos produced	4
Purchased space in the Sunny South News**	26
Purchased blanket editions of Sunny South News***	2
Number of publications produced (Coaldale Connection, The Main)	12
Number of stories shared within publications	69
Number of press events organized	2

* Press releases are distributed to contacts at local and regional media outlets including the Lethbridge Herald, Vista Radio, CKXU 88.3 FM, Global News, CTV News, Prairie Post, Bell Media, Sunny South News, Shaw Spotlight and Municipal Information Network.

** This includes advertisements and sponsored space on a feature page. This does not include articles about the Town of Coaldale that the newspaper decided to publish on their own.

*** Blanket editions of the Sunny South News get distributed directly to residents in the Towns of Coaldale and Picture Butte and the entire County of Lethbridge.