

2022 AGM - Communications/Media Report

Director: Sarah Molnar

The NVCAC has had a busy year of being involved with in-person events once more! While much of the success of those events is due to word of mouth in our community, we have been working towards building our online presence as well, so that people can always find current news and information on our website, and Instagram and Facebook accounts.

A few highlights from the year include:

- Weekly updates on Q101, where the ever-eloquent Jano Howarth chats about what's going on with the arts gallery, programs, and community events
- An artisan giveaway on Instagram, which boosted followers for the Arts Council and individual artists
- Bringing back the newsletter - hopefully to be a seasonal feature

Promotion for NVCAC happens in various ways:

- Merritt Morning Market- keeps our shows and Events Posters current, extra coverage for media release info
- Merritt Herald-Marius Auer check ins on what's happening. General coverage
- Q101-weekly spot 8:45 Fridays "What's Happening at NVCAC"
So far, Jano, with extra coverage eg City Arts, with Mischelle
- All our Social Media, and posting to Facebook groups like "*What's Happening in Merritt*"
- Our YouTube channel, promoting local artists and musicians (Bio Promo Videos)
- Experience Nicola Valley community blog-Jano writes about our shows off and on
- Tables at events eg Engagement Fair
- Art in Motion Trailer at Farmer's and Street Markets
- Photos, especially by Sarah Molnar and Jano Howarth, used for promotion

of Followers on sites (as of Nov 2022):

Instagram NVCAC: 439

Instagram Gallery: 365

Facebook NVCAC: 830

Facebook Gallery: 733

Newsletter: 449

YouTube: 23

Talent Needed:

- New members on the Communications Committee who are interested in portraying the Arts Council to a broader community, helping with social media accounts, writing a column, or any other fresh ideas!