



## Publicity Report

Media releases continued for a variety of our online programs, with the greatest pickup, on social media sites, being the April 15 beer can collection chat by Dr. David Maxwell. Beer, craft brewery sites, and pages about archaeology picked up the information of this presentation, sharing the information to their followers, audiences outside of the regular CHC followings.

***Just a Bite***, the food memory collection project has garnered publicity for CHC via several forums, including a partnership with Harrowsmith Magazine, who is sharing our social collaterals on their social feeds. JaB has also been featured in community newspapers/newsletters, and will have an article in the upcoming issue of The Rural Voice, the magazine of agricultural life in Ontario. CHC anticipates that the coverage of the JaB project will increase as memory workbooks are returned and information is transcribed and begins to be shared with audiences.

The pandemic, and the pivot to online programming, has demonstrated that much of our workshop/programming publicity is from social streams. CHC will continue to work with the traditional streams, albeit, social is now a traditional stream in 2021, with larger projects/campaigns to ensure a variety of publicity sources are still sought to transmit our stories/work.