

**HILLCREST COMMUNITY CIVIC ASSOCIATION
COMMUNICATIONS COMMITTEE
FY 2009 WORKPLAN**

The Communications Committee shall keep the membership informed of activities affecting the Association and the community including libraries, and ANC7B. The Committee will also keep the District community aware of some of the work of the Association. Methods used by this Committee shall include publishing of the newsletter, written media (newspapers, mail and electronic distribution of the HCCA Newsletter, etc) telephone trees, list serves, e-mails, etc.

Members of the committee include communications chair Michelle Phipps-Evans, who also serves as the editor of the newsletter; Kathy Chamberlain, second vice president and web master; and Marvin Bowser, first vice president and immediate past chair of the Communications Committee.

1. Compile and complete the monthly newsletter for distribution to the Hillcrest Community. The deadlines to get the information to the editor for the calendar year are as follows: March 16; April 13; May 18; June 15; July 13; Aug. 17; Sept. 14; Oct. 19; Nov. 16; Dec. 14.
2. Each month, supply to the newsletter relevant information to Hillcrest from other sources—District government agencies, nonprofits, media and the Hillcrest community—as deemed fit; and so long as space permits.
3. Compose at least two OP-Eds on significant issues of relevance to the Hillcrest community every six months. Send to media outlets in the District, e.g. East of the River, Washington Post and others.
4. Lend communications support and expertise to Hillcrest-organized events throughout FY 2009. This may include assisting with writing press releases or articles and distribution; serving as a press contact; providing background information to media; helping set up interviews; supplying photographs and the like.
5. Seek opportunities to write about Hillcrest-related events to send to the media every quarter. For instance, the annual garden tour.
6. Over the course of the year, maintain the Hillcrest list serv, by ensuring the information is relevant to Hillcrest, free of spam and other negatives. Forward information from other list serves that may be of relevance to Hillcrest.
7. Maintain a website that presents Hillcrest as the beautiful neighborhood that it is, with residents who care deeply about their community. Keep the website up to date by posting current newsletters, meeting minutes, association bylaws, and timely notices about HCCA-sponsored events and monthly meetings.
8. Lend support to board in any communications-related matters as needed.