

MEMORANDUM

Date: September 23, 2019
To: Paula Miranda, General Manager
Port Commissioners
From: Angela Nebel
Subject: Community Newsletter project

Per the scope of work previously outlined, I have been taking the initial steps to put together a newsletter to better inform local residents and taxpayers of the work and importance of the Port. What follows are some of the options under consideration.

FORMAT:

I have priced both a newsprint product and a glossy publication utilizing local printers. The newsprint option gives us slightly more room and is slightly less expensive. The glossy publication will have a more polished, crisp look. My recommendation is to utilize the least expensive alternative, which is the newsprint version. The anticipated cost of printing is \$850 (4 page document) to \$1,000 (8 page document), with length contingent upon the amount of available content.

DISTRIBUTION AND REACH:

Newsletters will be mailed via US Postal Service to all residential addresses and post office boxes in the 97365 and 97366 zip codes, for an estimated total of 7,330 newsletters. This will not hit every Port District residence, but the vast majority. (The only way to hit all would be to deliver to zip codes that include addresses beyond the port district, driving up cost and encompassing those outside the district.) Accommodations can be made for those who do not receive a newsletter, including the availability of extra copies in the Port office and a PDF version for electronic transmission. The anticipated cost of postage (and mail processing prep) is \$1,500.

CREATION:

The remaining elements in creating the newsletter are writing, coordination, and design – all of which will be handled by Summit. It is difficult to calculate an exact cost for this first-time publication, but it will be covered within the Summit contract amount.

CONTENT:

The newsletter will be newly-branded and should create a broader understanding among community members of the work of the Port. The following is a list of possible story concepts. This working list provides an idea of the type of content we may include. Additional suggestions are welcome.

- Port Facilities At-A-Glance
- Servicing the Fleet: the Port's role in commercial fishing
- Spotlight on Tourism: RV park, marina, and special events
- Port Dock 5 update
- The Future of the Port: Highlights from the 5-year Strategic Business Plan
- Meet the Mates!
- Celebrating Our Harbormasters – 30 years at PON
- NOAA and the Port of Newport: Our role in maintaining this complex facility
- A series of "Did You Know?" factoids about the Port