

The Communication Process with PPERRIA Members & Neighborhood Residents

- Andy Mickel, Membership/Communications, 2014-10-04, 2014-10-29 2014-11-18 (version 2)

1. Introduction & Purpose

The PPERRIA neighborhood organization flourishes and benefits from information widely disseminated and in as transparent a manner as reasonable. Serving as a receptor and disseminator of information on behalf of the neighborhood is a fundamental responsibility of PPERRIA.

This document describes Communications Media available to the PPERRIA neighborhood organization and attempts to define the purpose of each, audience definitions, and communications objectives. Neighbors active in PPERRIA can use this document to guide them in effective usage of these media.

For each Medium, we need to define how it is best used in an operational sense that answers the question:
How do I notify people about this event/information that I want to disseminate?

Medium	Persons Responsible	Frequency
Nhood E-list Communications	Lois Willand & Kari Simonson	approx 7-10x / week
PPERR Website	Andy Mickel	updates 2-4x / month
Events Blog: website homepage	Stacy Sorenson	weekly abstract of E-list
PP Facebook Page	Jessica Buchberger (PPERRIA staff)	4x - 6x / week
Twitter @PPERRIA	Jessica Buchberger (PPERRIA staff)	daily
PPERRIA Newsletter	Eric Amel & Jessica Buchberger	Monthly E-newsletter
PPERRIA Packet	Jessica Buchberger (PPERRIA staff)	once / month
Green Flyer	Pratt Community Council	Annually
Concert Flyers	Events Committee	5x / year
ProspectPark Welcome Brochure	MemComm Committee	Annually
PPERRIA Annual Mtg Notices	Executive Committee	Annually
Business Card	Administration Committee	As needed
University Area Map	MemComm Committee	Every 3 years?
Official Letters from PPERRIA	PPERRIA Secretary / Board of Directors	As needed

{ *Flowcharts* illustrate starting with an *Event* and then depicting which *Media* should be used to publicize it. }

2. Principal Audiences

Key to Audience definitions:

E-list Subscribers - Over 1000 people in the Prospect Park East River Road neighborhood and allies who have submitted E-mail addresses to get on this list at no cost.

PPERRIA Members - People in households who have signed up with a form to belong to PPERRIA -- about 175 - 250 people.

PPERRIA Executive Committee members: a subset of PPERRIA Members:
4 officers + committee chairs.

PPERRIA Board of Directors: a subset of PPERRIA Members - 40 people serving 2-year terms.

Alums & Former residents - Former neighborhood residents in the USA and around the world who want to read about the neighborhood, still want to stay in touch with their old haunt, or show others where they used to live.

Neighbors - All people residing in the Prospect Park East River Road Neighborhood.

Other Twin Cities neighborhood residents - particularly ones nearby in Minneapolis and St. Paul.

PPERRIA Committee Members and Other PPERRIA Volunteers - all PPERRIA-involved people.

City agencies - City of Minneapolis departments & personnel, especially police safety, zoning & Development and CPED, etc.

Area Business Owners - for businesses within PPERR proper.

University of Minnesota - Office of University Liaison, University Area District, and Graduate and Professional Association (GASPA).

3. Detailed Purposes of each Medium

Nhood E-list Communications

Audiences:

Neighbors, PPERRIA Members, PPERRIA Executive Committee members, PPERRIA Board of Directors, *PPERRIA Committee Members and Other PPERRIA Volunteers*, Alums & Former Residents

Communications Objectives:

1. Publish timely news bulletins of item of (short-term) interest to neighborhood residents, such as events in the neighborhood, lost pets, crime statistics, meeting notices of organizations whose agendas or action items affect some aspect of the neighborhood (public hearings, university committees, environmental impacts, etc.)
2. Regular postings of recurring or periodic events, such as : monthly online PPERRIA newsletter now available, monthly PPERRIA meeting, etc.
3. Requests for information about a subject that would interest the larger community, such as: "What is the status of the Wi-Fi deployment in Prospect Park?"
4. Etc.

PPERR Website

Audiences:

Neighbors, PPERRIA Members, PPERRIA Executive Committee members, PPERRIA Board of Directors, Other Twin Cities neighborhood residents, *PPERRIA Committee Members and Other PPERRIA Volunteers*, Alums & Former Residents

Communications Objectives:

1. Notices of timely neighborhood events, PPERRIA meetings, etc.
2. Documentation about our sense of place and history.
3. Lists of Neighborhood Groups and Organizations, Neighborhood Services, Government Services, Social Services, etc.
4. Reference, comparison, cross-linking information with and among other neighborhood websites.
5. One-stop reference on Luxton, Pratt, Tower Hill, PPERRIA archives, NRP, Historical District, etc.
6. etc.

Events Blog: website homepage

Audiences:

Neighbors, PPERRIA Members, Other Twin Cities neighborhood residents,
PPERRIA Committee Members and Other PPERRIA Volunteers, Alums & Former Residents

Communications Objectives:

1. Moderated Blog on Hot Topics and (relatively new) information from E-Lists which do not list individuals' names, but which have more than ephemeral quality.
2. Notices of timely neighborhood events, PPERRIA meetings, etc.

PP Facebook Page

Audiences:

Neighbors, PPERRIA Members, Other Twin Cities neighborhood residents,
PPERRIA Committee Members and Other PPERRIA Volunteers, Alums & Former Residents

Communications Objectives:

Daily topical notices of events, pictures, and items of interest to FB Followers

PPERRIA Newsletter

Audiences:

PPERRIA Members, Neighbors, *PPERRIA Committee Members and Other PPERRIA Volunteers*

Communications Objectives:

1. Official notice of PPERRIA meetings, agendas, minutes
2. Neighborhood issues/events information.

PPERRIA Packet

Audiences:

PPERRIA Board Members

Communications Objectives:

1. Official notice of PPERRIA meetings, finance reports, agendas, minutes
2. PPERRIA Committee information

Green Flyer

Audiences:

Neighbors

Communications Objectives:

1. Publicize Pratt School events such as the annual Ice Cream Social
2. Publicize fundraising activities such as Silent Auction, Pratt Flea Market ("Boot Sale")

Concert Flyers

Audiences:

Neighbors

Communications Objectives:

1. Publicize 5 musical concerts per year: Pratt Performance Circle, Luxton Park and PPUMC

ProspectPark Welcome Brochure

Audiences:

Neighbors, PPERRIA Members, Other Twin Cities neighborhood residents,
PPERRIA Committee Members and Other PPERRIA Volunteers

Communications Objectives:

1. Welcoming new residents and Informing them about the neighborhood and PPERRIA.

PPERRIA Annual Meeting Notices

Audiences:

Neighbors, PPERRIA Members, Other Twin Cities neighborhood residents,
PPERRIA Committee Members and Other PPERRIA Volunteers

Communications Objectives:

1. Publicize importance of attending and learning about what's going on in the neighborhood.

Business Card

Audiences:

Area Business Owners, University of Minnesota, Other Twin Cities neighborhood residents.

Communications Objectives:

1. Legitimize status of PPERRIA for official business purposes.

University Area Map

Audiences:

Neighbors, PPERRIA Members, Other Twin Cities neighborhood residents,

Communications Objectives:

1. Basic logistical information about neighborhood services.
2. Basic transportation information.
3. Basic neighborhood information.

Official Letters from PPERRIA

Audiences:

City agencies, University of Minnesota, area Business Owners

Communications Objectives:

1. Statement of the support, the wrath, or the official position of PPERRIA on current issues.