



MANCHESTER MIRROR ADS

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Total amount granted from 5HF:
\$2,200

Total expenses paid with 5HF funds:
\$2,200

Intervention start date:
Sept. 21, 2016

Intervention end date:
Sept. 20, 2017

Date funding received:
April 1, 2017

Element:
Connecting with Others

Intervention Information

Brief Intervention Description

- I. Last year the Manchester Wellness Coalition implemented a variety of online outreach strategies utilizing email, FaceBook and promotion of articles about coalition activities published online in *the Manchester Mirror*. Adding advertising in the new weekly print edition of the newspaper provided the Coalition a way to reach more residents, especially seniors and those who are not online. Additionally, by agreeing to purchase a year's worth of ads upfront, the Wellness Coalition provided the motivation for *the Manchester Mirror* to take the leap into print in the first place, filling a gap in our community that has existed since the collapse of Washtenaw Now.
- II. The Manchester Wellness Coalition purchased a year's worth of print ads. Two types were purchased, twelve 8"x10" (half page) ads that are submitted by the Coalition directly and sixty-four 4"x6" ads that Coalition members submit directly to advertise their intervention. The ads were sold at a reduced rate from current rates, providing a savings as compared to what would have been spent if they were purchased separately over the course of the year.
- III. Target population: Manchester area residents who weren't accessing local news - including Manchester Wellness Coalition information - online.

Key Evaluation Data

Units of Engagement

- 1,000 readers per week (*on average 500 print newspapers are distributed each week - with industry convention of 2 readers per print copy*)
- 34 weeks of print editions with Wellness Coalition ads (so far)
- 17,000 print editions of the Manchester Mirror have been distributed with Manchester Wellness Coalition ads in them (so far)
- Manchester residents have viewed Wellness Coalition print ads 34,000 times (so far)

Testimonial:

“I have been so very happy to be able to keep in touch with so many Manchester area activities. It has been so hard to know the latest information before the Mirror began publishing. I especially appreciated knowing more about the Farmer's Market, the school, and gardening. Thank you so much and keep up the great work!”

*- JoAnn Okey, Manchester resident
and subscriber of the print edition
of the Manchester Mirror*

Goal 1: The goal was to expose 500 Manchester area residents per week to Manchester Wellness Coalition content via ads in the print edition of the Manchester Mirror.

Did the intervention meet specific goals listed on the intervention table?

YES

State what you tried to accomplish

Reach 500 residents per week with Manchester Wellness Coalition content.

How did you measure progress towards the goal?

By number of leftover newspaper each week.

Was the goal attainable?

YES

Describe how the goal was relevant to the coalition and community wellness related needs

Frequently discussed at Manchester Wellness Coalition meetings up until last year was how to get out information about community events including coalition activities to residents who do not actively use the internet. The hope was that the print edition of the Manchester Mirror would be quickly adopted as a primary source of local news for these residents.

Overall were there any major accomplishments?

YES!

Because of the Wellness Coalition's enthusiastic support of the idea and purchase of a year's worth of ads, we have successfully established a weekly print newspaper for the community of Manchester. Within the first 2 months of taking the paper into print, a regular readership was established and almost all of the editions were distributed each week. By the time the Wellness Coalition ads were inserted, 4 months later, most papers are gone from distribution sites part way through the week. In addition we now have 40 paid subscribers. We've been in print for over a year and have crossed the threshold to be considered the paper of record for the community. We have been picked up as a regular contributor to ANNtholgy, a group of news magazines, newspaper & blogs in Washtenaw County and we had an article picked up and featured by Pure Michigan's newsletter. We are in the process of joining the Michigan Press Association.

Setbacks

Were there any setback encountered during the implementation of this intervention?

- No

Collaborations

Did your intervention involve collaboration with any other organizations

Yes

We ran ads designed and submitted by the Manchester Wellness Coalition, MMLB, SRSLY Manchester, Manchester Wellness Center, Dance, Manchester!, Manchester Community Garden, Manchester Farmers Market and Klager Math and Science Night organizers.

Please comment on the value of the collaboration

The collaboration provided income for us and exposure for the organizations. There is still time for other Wellness Coalition member organizations to submit their ads!

Sustainability

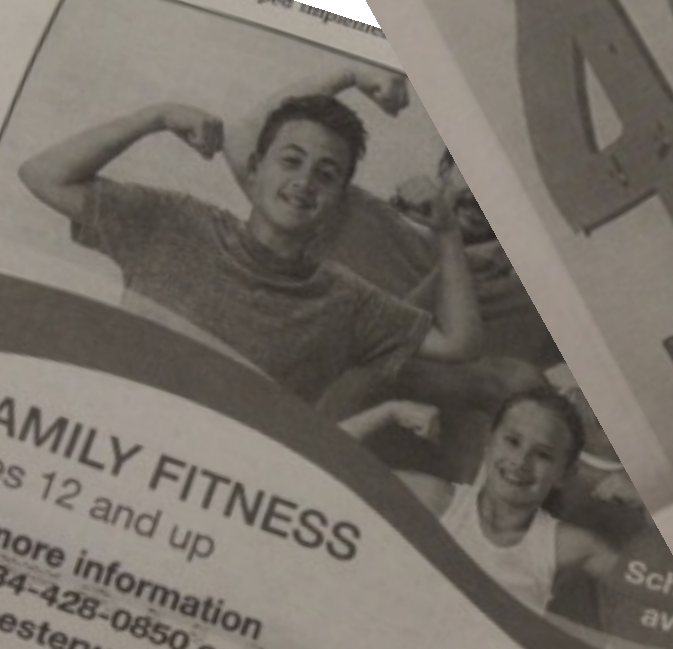
- Does your intervention have a sustainability plan?

Yes

- What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?

- While adding the print edition at first lost *the Manchester Mirror* money, through the sales of ads, obituaries, announcements, classified ads, public notices we reached the point around December of breaking even, and at the moment are making a small profit. An unanticipated effect of adding a print edition has been an increase in online ad sales as well, and this has helped to increase our income. We are working toward *the Manchester Mirror* becoming more of a business and less of a non-profit community service.

and scouts, she has helped improve



FAMILY FITNESS
ages 12 and up

For more information
call 734-428-0850 or visit
manchesterwellness.org

located behind the Manchester Middle School
E Main St, Manchester

School available

For more information contact us at 800-231-0200
or visit borekjenning.com

40% OFF

MHS STUDENTS HAVE
NEVER USED
MARIJUANA.

SRSLY
Manchester

Source: 2016 Manchester Michigan Parent for Healthy Youth Survey

Subscribe to the Manchester Wellness Coalition

♥ FEBRUARY 11
DANCE, MANCHESTER!

7:30-10:00 PM
Emanuel Church Gym - 324 W Main

- Instruction 7:30-8:00pm
- Ages 13 and Up
- Caller & Live Music
- No Experience Needed
- \$5 Suggested Donation

Cake Walk!
Winner Takes
the Cake
YUM!

Caller: Marlin Whitaker
Music: The Pittsfield Open Band

See us on FACEBOOK at
[DanceManchesterMichigan](https://www.facebook.com/DanceManchesterMichigan)
Sponsored by Manches
Wellness Coalition

Manchester Wellness Coalition Ads in *the Manchester Mirror* Expense Report

Expenses	Revenue	In Kind Donation
\$1,020 12(\$85/half page ad regular price)	*\$648 12(\$54/half page)	\$372 discount for ad space
\$2,426.88 64(\$37.92/4"x6" ad regular price)	*\$1,536 64(\$24/4"x6" ad)	\$890.88 discount for ad space
total	total	total
\$3446.88	*\$2,184 (\$2,200)	\$1,262.88

Remaining Ads as of May 23, 2017

Half page Wellness Coalition ads:	4"x6" Wellness Coalition Intervention Ads
5 of 12 remaining	23 of 64 remaining