

The Cataraqui Archaeological Research Foundation

Public Relations/Marketing Policy

Goal: To position the Cataraqui Archaeological Research Foundation with peer and other identified interest groups as the pre-eminent non-profit archaeological research and education institution in Ontario.

Objectives:

- a) Revise, update, maintain and promote the Foundation's Website.
- b) Identify and establish the relative importance of local, regional, national and international peer, government and business interest groups to the Foundation in meeting its goal.
- c) Develop and maintain a distribution list of target local, regional, national and international print and electronic media and designated reporters, columnists, assignment editors and feature editors.
- d) Develop, maintain, distribute and continually update a comprehensive media information kit to identify, explain and promote the research, education and other activities and programs of the Foundation.
- e) Prepare and implement a three-year public relations/marketing action program, revised annually and reviewed monthly, to capitalize on newsworthy Foundation events and activities.
- f) Develop, present and manage an annual budget to fund approved activities.