

Project Time Line

Hurricane Digital Memory Bank: Preserving Stories from Katrina, Rita, and Wilma

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November 4

Site Testing

- Basic design complete
- Admin interface complete, with object types define

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November 15

Beta Launch

- Michael's students to contribute their stories
- Personal contacts, invite to submit their stories via email
 - Museums, (Historic New Orleans Collection (Michael), Gulf area historic naval ships (Sheila)
 - Coast Guard,(also trying to get into a non-official newsletter to the unit)--Sheila
 - ND Houston (will go in their Jan/Feb newsletter), New Orleans (club on board and will distribute my email, also able to upload some emails and photos from club pres), and Mobile alum clubs, (Sheila)
 - Louisiana Endowment for the Humanities(Michael)
 - UNO and Delgado CC profs and students, Michael
 - Recruiting teachers to incorporate this into class activity--Michael through LA, MS schools
- Begin entering data objects, with contact info, such as Flickr photos, blog postings, et al--Sheila and Olivia
- Posts to Google map and API blogs and bulletin boards (Nate)
- Goal of 200 submissions by soft launch
- Planning for Feb publicity campaign--leaflet or postcards design and printing for Dec 11 soft launch?

- Check on viability of Skype phone line with local #'s.
- Begin writing Press Release for regional AP story
- Contact the Houston Chronicle GMU alum--Roy?

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December 5

Soft Launch

- Contacting UNO PR offices, ask how they can help and find out/press lists.
- Regional Publicity: Times-Picayune, WWL Radio interview (Michael)

MICHAEL:WWL Radio talk show (New Orleans) appearances would reach great numbers of the Gulf Coast. One of the producers for daytime programming is in my class, so arranging this will not be difficult. Similar arrangements can be made for local TV news morning shows in NO and Baton Rouge.

- - Compiling media mailing/emailing/fax lists.
 - Flash drives, as give aways, with the address?
- Sloan Semester: contacting online students (Patti is checking, but probably not)
- Posts to blogs, bulletin boards, listservs about site--Everyone
- Continue planning Feb publicity campaign--find company for Mardi Gras Cups, or other promotionals

Michael:I will start working towards this end. Also, I will check what the turnaround time and costs are relating to plastic cups; these are very popular "throws" during Carnival, as well as useful, but they might open the project up to criticism from environmentalists.

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Mid-January

Publicity Preparations

- Order cups and promotionals--check with Michael
- Write press releases--done

Write articles (send PRS depending on submission dates, so that they make Feb publications: news, history profession, public history, museums, et al)

- Planning distribution of promotional materials.
- Prepare mailing lists for postcard mailing.

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Mid-February

Mardi Gras Launch

- Big National publicity blitz: distributing cups, placing ads, scheduling local radio interviews, mail press releases and postcards
- AP National Wire, perhaps "PR New Wire" (\$800-1000/submission)

Press Push, Feb 13

- TV
 - Call 9/11 contacts at CNN, MSNBC--Tom
 - Ask NewsHour for an onair mention--Tom
 - NBC Syndicated Tech Show, to be aired mid-March--Tom and Dan
- Press Releases
 - AP Regional in New Orleans. Spoke with one of the editors and said they didn't have anyone to cover it at the moment, but they set it aside in a to-do folder for someone to cover in a few weeks. Promising, but nothing certain.--Sheila 2/16
 - UNOs PR company to help push this?--Michael
 - GMU Media Relations help with National releases--Tom
 - NY Times, Wall Street Journal--Tom
 - Houston Chronicle (managing editor)--Tom
 - Newhouse News--Tom
 - Tribune Company--Tom
- News Stories
 - Article in Beaumont Enterprise for this week.--Sheila
 - not sure if it will be in for the Mardi Gras week.
- Mardi Gras Parades and Festivities
 - New Orleans--Michael
 - Cups distributed from floats in many parades
 - Flyers distributed by UNO students
 - Cup featured on local news about new designs/ WWL

- Port Arthur--Sheila
 - Cups distributed from float
 - Flyers distributed during festivities
 - Flyers available at Museum of Gulf Coast, which is a gateway into Mardi Gras PA
 - Port Arthur Chamber of Commerce, possible assistance--no response
- Yahoo Banner
 - Submit Yahoo Banner--Tom (Sheila helping with proposal)
- Run HNN "Ad"--Tom and Heather working on this
- Vectors Online Journal: Review run during Mardi Gras
- HDMB news item for week of 20th that HDMB will be at mardi gras--sheila