

Hunger Mountain Coop Facility Vote

Results of Outreach Campaign

February—December, 2006

Newspapers/Magazines

Times Argus

- 1 Editorial Board meeting
- 2 op-ed columns (Kari and Steve)
- 4 letters to editor
- 6 news articles
- Calendar listings

Montpelier Bridge

- 6 news articles

Middlesex Monthly

- 3 articles, photo

World

- 3 press releases
- 3 letters to editor
- 1 op-ed column (Steve)
- Calendar listings

Exit 10

- 1 article

Strictly Business

- 2 articles

Seven Days

- Calendar listings

Green Living Journal

- 1 letter to editor

Valley Journal

- 1 article

Television

WCAX

- 2 news stories

Adelphia Cable TV

- Calendar listings
- Bill Doyle show (Kari and Paul Ohlson guests)

Radio

- 2 interviews on WDEV
- 2 interviews on WGDR
- 1 interview on WSKI
- 1 interview on WNCS
- 1 interview on VPR
- 3 Radio press releases to all area stations
- 1 recorded Public Service Announcement
- News stories on WDEV, VPR, and The Point (WNCS)

Coop

- 4 community forums
- 2 proposal information meetings
- 19 small group discussions
- Calls to members
- New web site for member discussion
- 4 mailings to members (forum postcard, Council update, Proposal Guide, ballot)
- 3 update e-mails to Coop list
- 2 flyers (spring forum, proposal info meetings)
- 7 member handouts (Current Challenges, Why Change Anything?, Questions and Answers, Draft Floor Plan, 2 project updates from the Council, Annual Meeting “Coop to Vote” one-pager)
- *Full Scoop*
Columns in Jan/Feb, March/April, May/June, July/August, September/October, November/December, and January/February 2007 editions