



## Week 12 Newsletter - April 6, 2012

### Promotional Outreach

This week, *kindworks* continued to expand its outreach effort through different promotions. The team was able to get involved with an existing ETC Easter egg hunt event, stuffing eggs with miniature Easter greetings featuring a QR code that linked to the project's Facebook page and this post:



On a related note, the *kindworks* Facebook page has seen its activity blossoming this week. As of Wednesday, 34 Facebook users were talking about *kindworks*, with a reach of 667 people.





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Additionally, plans are in place for additional outreach initiatives. The team is in a dialogue with cmuTV about the specifics for the Buggy event playtest, and is looking at other possible outlets, such as film festivals and local church events.

### Media Archives

Another significant area of work this week has been the planning of promotional videos for the project's ETC media archive. The archive includes a three-minute video detailing the project and process, and a thirty-second video intended as an attractive promotional tool. A script has been written for the three-minute video, and recording of voiceover narration is underway. A concept for the thirty-second video has been developed and storyboarded, and filming on both videos will begin at the start of next week with a goal of having all footage recorded by the end of the following weekend.

