



Public Affairs Division Report January 4, 2016

Public Affairs is promoting and/or has participated in the following District major events and initiatives:

- The winter issue of *Horizons* is available, which contains the summer camp brochure insert. Summer camp registration is open; early bird discounts available are through February 15.
- Opening of Pine Dunes Forest Preserve on Wednesday, November 25.
- Sales of 2016 annual permits for dog parks and horse trails began December 1. Find the permit information and purchase online at LCFPD.org/permits, or by phone: 847-367-6640.
- Holiday Tree Recycling: Donate your holiday tree and we'll recycle it into woodchips for trails and landscaping at forest preserves throughout Lake County. See LCFPD.org for dates, locations and details.
- Work is progressing full bore on promotion for the *First Folio! The Book That Gave Us Shakespeare* exhibition, opening at the museum on February 3. WBEZ Chicago Public Radio is on board as our radio media sponsor for the exhibition; on-air promotional spots began the week of December 21. The *Daily Herald* is on board as our print media sponsor for the exhibition. More than 30 partner organizations are working with us to promote the exhibition and enrich it with programming throughout Lake County and the state. The Wauconda Area Library, working as our public library partner for the exhibition has spearheaded a state-wide reading program, #discoverwill: Illinois Libraries Celebrate Shakespeare. This link <https://www.railslibraries.info/members/announce/20151013/103019> takes you to the reading initiative information on the state library system website.

Online Connectivity

- Email sign-ups have increased .3% in the last month. The District's "open rate" is 40% higher than industry standard.
- Current twitter followers, 3,338, up 0.3% in December; Tweet impressions down 11.8%. General District Facebook followers, 5,892, are up .7% from November.
- Best highlight from District social media in the past month is the response to a post about summer camp sign ups, which reached over 16,600 people. The post was shared 32 times, garnered 282 likes and received 6 comments.



Lake County Forest Preserves added 4 new photos.

December 11 at 1:42pm · 🌐

Sneak some learning into their summer fun! Register your child for one of our fun (and educational) Summer Camps. <http://www.lcfd.org/camps>
Photos © Chip Williams and Jenni Chase



👍 Like 💬 Comment

Suzanne Deichl, Carol Weel Orlando, Jose Rodriguez and 263 others like this. Chronological*

30 shares

View 2 more comments



Julie Muecke Salski Have done these summer camps for 2 years now! They are amazing and informative! Can't wait to sign my nature loving boy up for year 3!

👍 2 · December 20 at 6:57pm



MaryAnn Gawlik My kids loved these programs. I tried to get them in 1 or 2 every summer.

December 27 at 11:00pm