EMACT Annual Communications Report
2020-21 Season
Jenny Fielding – June 12, 2021

The Director of Communications participated in the COVID Task Force, which met throughout the year.

Projects also included:

a. Seasonal Newsletters
b. Ongoing update of COVID resources and information on the EMACT website
c. Creation of the Diversity, Equity, & Inclusion page and resources on the EMACT website
d. Launch of “Multi-Racial Perspectives” Q&A page in coordination w DEI
e. Facebook feature campaigns for BIPOC (Feb), AAPI (May), and Pride (June)
f. Email and social media communications to the membership re: events & fundraisers, including 2020 Virtual Gala, COVID roundtables, Foundations for Building a Race Equity Plan, Lexington Players Mondial fundraiser, etc.
g. Revision of all DASH content on the website to streamline and incorporate new guidelines, and promotion of new Virtual DASH program
h. Survey Communications: Email, social media, website