

## **Publicity Committee Annual Report - 2020**

The Publicity Committee goal has always been to create an awareness of SAHSWI for the people of Wisconsin who have Swedish heritage or interest and to invite and welcome them to our activities and events. Over the years, we have maintained an extensive mailing list of periodicals and newspapers, Swedish and other ethnic organizations, churches, radio and television and provided information about SAHSWI for their readers, listeners and members.

With the corona virus pandemic requiring cancellation of activities, we took the opportunity to assess and update our methods of reaching the public. Analyzing changes in present day technology and Jan Ehrengren's expansion of our website at [www.sahswi.org](http://www.sahswi.org), we are inviting and encouraging those those on our mailing lists to sign in as followers of our website where they will automatically receive notification of current information about SAHSWI and our activities.

We will continue a reduced mailing list. If you have a new publicity site to include, please contact me. Our society email contact at [swedishamericanhistoricalwisc@gmail.com](mailto:swedishamericanhistoricalwisc@gmail.com) will continue as a connection with the public and our members. It is monitored regularly and communication received is answered or directed to the appropriate individual for follow-up.

**Website update:** The objective with the website [www.sahswi.org](http://www.sahswi.org) is to keep members and followers up to date with all society activities and to build content that supports the mission of the society.

Posts concerning the past year program limited due to the Covid-19 pandemic included

- 2019 Lucia Celebration
- Christina Nilsson presentation

In addition, and in lieu of postings for social meetings, topics were presented on-line

- Exploring our Swedish Food heritage
- Midsommar celebration

Other posts included

- Pandemics: Coronavirus and the Spanish Flu
- Swedish National Day

Other website content added including pages for

- Swedish Immigration History
- Wisconsin Swedish Americans
- Connections – listing of Scandinavian and Swedish organizations websites
- Gustav Unonius and New Upsala

By invitation to people from publicity contact lists the number of followers of the website increased from 76 to currently 182.

Respectfully submitted,  
Bev Wenzel and Jan Ehrengren, Publicity Committee