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County History
Habersham County, Georgia was founded in 1818. Between 1828-1829, a gold rush to Habersham County’s mountains increased residency and local wealth. A few decades later, one thousand people from Habersham County served as Confederates in the Civil War, disrupting peaceful church-going life. After the war’s end, citizens returned to their lives and the new industrial economy, including a railroad. The Tallulah Falls Railroad ran from the mid-1800s to 1961 and is still seen in movies that were filmed on location.

In the 1890s, the cities of Toccoa and Clarkesville fought over who would hold the county seat. Violence escalated quickly, and a Toccoa resident blew up the Clarkesville courthouse in 1898. Clarkesville retained the county seat. Consequently, Toccoa campaigned for a new county; in 1905, Toccoa successfully formed Stephens County.

Now, the Habersham County government hopes to stimulate economic development while fostering community between residents of its seven cities: Alto, Baldwin, Clarkesville, Cornelia, Demorest, Mount Airy, and Tallulah Falls. It hopes to rebrand itself as a united county with a new logo and tagline.
A corn maze, pumpkin patch, farmers’ market, and honey-harvesting business attract autumn tourists. Habersham County’s aging population is supported by its strong agricultural and poultry economies, as well as by businesses like Kellogg Company and leather and wood production companies, Candler Concrete Products, and Habersham Winery.

As many as 9,500 residents leave each day to work in surrounding counties, but the county brings in 7,900 employees who commute in for work. Habersham is camera-ready, and several films have been shot there.

**Product Evaluation**

Habersham County’s natural beauty, including the Blue Ridge Mountains and Tallulah Falls, attracts travelers and local hikers. Known for its quiet, peaceful environment, Habersham County offers seven distinct cities, each with its own identity.

The county’s largely homogeneous population attracts similar demographics: 80.4% percent of the 43,300 residents identify as white non-Hispanic, and 17% are 65 and older. The rural land invites nature-lovers but presents a challenge in encouraging less-active empty nesters and county residents to participate in activities like hiking or attending farmers’ markets.
Consumer Evaluation
There is a disconnect between the name “Habersham County” and what it offers to its community members. Although residents know about destinations like Tallulah Falls and Panther Creek Trail, the government seeks to unite the mostly white and aging population to participate in more county events and embrace a new brand of Habersham County. According to city-data.com, these consumers are 52.6% female, 17.9% have a Bachelor’s degree or higher, 17% are 65 or older, and 23% are 18 or younger.

Target Audiences
1. Habersham County residents
2. Georgia college students ages 18-25
3. Empty nester couples in metro Atlanta with expendable income who take day trips across Georgia
Competitive Evaluation
Rabun County, Georgia has a strong, identifiable brand which may continue to take consumers and travelers away from the neighboring Habersham County. The county offers many hotels, restaurants, and activities that attract nature-lovers, day-trippers, couples, and spontaneous vacationers. Its website gamountains.com highlights the benefits of the county along with its clean logo. The overall established brand of Rabun County helps position it as a more desirable mountain visit than Habersham County.

Gwinnett County and Forsyth County are frequently referred to by county names and well-known cities. Counties such as Athens-Clarke and Fulton attract Georgians because of sports complexes, festivals, and concerts (visitathensga.com and fultoncountyga.gov/visitors). Habersham County has the distinct opportunity to improve its brand awareness by positioning itself as a location where consumers can seek adventure and opportunity. By positioning itself as a community in which residents want to stay, Habersham County can improve its brand.
SWOT Analysis

Habersham County has strong poultry and agriculture industries.

The county is located on a major highway, close to major cities like Atlanta and Asheville.

Habersham County is home to Piedmont College & North Georgia Technical College.

Unemployment rates in Habersham County are historically low.

7,900 people enter Habersham County every day for work.

The annual population growth in Habersham County is 3.7%.

Habersham County has a strong sense of community among its residents.

Habersham has beautiful state parks, recreational areas, natural wonders, and historic sites like Tallulah Gorge and Chattahoochee-Oconee National State Forest.

Strengths

Weaknesses

- The existing logo is difficult to interpret.
- The website is outdated and cluttered.
- Negative articles about Habersham are on top pages of search engines.
- Tourists don’t connect “Tallulah Gorge” and “Habersham County”.
- Habersham County has fewer restaurants and shops than most urban or suburban areas.
- There is low awareness of Habersham County among non-residents.
- Residents’ attitudes reflect a need for a more engaging county through county activities and rebranding.
- Habersham County has a small and aging population. It is currently 80.4% white.
- Much of the county (9,500 people) leaves every day to go to work.
- Youth in Habersham County are permanently leaving the county for Atlanta.
- Habersham County has few large central city areas.
Opportunities

- Social media use is booming which affects United States tourism and brand identity.
- Highway 441 is a high-traffic road that leads many visitors toward Habersham County.
- The recovering national economy allows more families to travel in-state.
- Ecotourism is increasing in the United States; embracing nature and community is considered popular.
- Agriculture is vital to the southern economy, which leads the booming farm-to-table movement.
- Movie companies seeking low-cost locations can film in Habersham County.

Threats

- Rabun County has a strong economy and brand awareness. The website is clean and it uses attractive branding.
- The city of Helen has similar natural attractions, but its high brand awareness and Germanic charm pose a threat to Habersham County’s economy.
- All Georgia cities with well-built public relations for tourism and community development can drive business away from Habersham County: Atlanta has historic downtown areas in suburbs like Duluth and Roswell. Other thriving tourist cities include Athens, Savannah, Valdosta, Augusta, and Columbus, which host their own tourist centers.
- Neighboring states with well-established nature tourism threaten Habersham. Cities like Chattanooga, Tennessee with Ruby Falls, and Asheville, North Carolina with beautiful valleys and local shopping offer more structured activities than Habersham County does. Habersham faces eco-tourism competition where the Blue Ridge Mountains reach into Tennessee, South Carolina, and North Carolina.
KEY FACT
Located in northeastern Georgia, Habersham County is known for its natural beauty, historical landmarks, a strong sense of community, and the potential for economic opportunity.

PROBLEM
Habersham County lacks a cohesive brand identity across its seven towns, and tourists and businesses are unaware of what it offers.

OBJECTIVE
1. To foster local business, community pride, and involvement in Habersham County.
2. To increase awareness of Habersham County as an ideal tourist location.

TARGET
1. Community leaders and residents who live in Habersham. They wish to be more involved in their community but are seeking guidance for ways to be involved.
2. Adventurous nature-seeking college students ages 18-25. They have expendable income from their parents or side jobs and want to get away from their school work for the weekend to hike and take photos with their cameras.
3. Empty nester couples who take day trips across Georgia. They are 50+, with a combined minimum $80,000 annual budget.
INSIGHTS

1. **Locals:** “I love Habersham and all the people who live here. It is so hard to become more involved because I am often unaware what the other cities are doing and would like more interaction with the neighborhood and county.”

2. **College youth:** “I love nature. There’s just nothing better than deciding to drive away from the hustle and bustle, stash an old disposable camera in my 2007 Honda, and pick up my boyfriend from campus so we can get in touch with the outdoors. I love sleeping in my hammock after wandering through the winding streets in the mountains. It’s a good place to go when you need to just get away from the noise of life for a little while. My friends say I have wanderlust. I think I just understand how to have fun that actually matters.”

3. **Empty nester couples:** “After Johnny and Jenna left home for UGA, my husband and I were rather lonely. I went on a few trips to Savannah with the neighborhood tennis ladies, but I miss leaving the empty house to hike with my husband like we did before we had the kids. We love eating at our local farm-to-table restaurants and talking with the people there.”
PROMISE
Habersham County, Georgia offers the opportunity for a nature-inspired getaway, potential economic growth, and community involvement.

SUPPORT
• Habersham County has strong community ties that allow residents to become more involved.
• Habersham County offers Tallulah Falls and Tallulah Gorge, Brasstown Bald, and more natural wonders for exploration.
• Habersham County is a camera ready community that attracts movie production companies to film new movies.
• Local businesses in the county offer a quaint southern flair for Georgia day-trippers.
• Successful industrial factories and natural resources are readily available.
• Habersham County offers a rich historic background and Cherokee American Indian sites.

MANDATORIES
Habersham County’s name, logo, tagline, & weblink
Our research shows that Habersham County’s residents demonstrate a love for their individual cities but do not think of them as part of a cohesive county. Residents seek to build their relationships within Habersham, but they need motivation to get involved.

The campaign’s concept celebrates Habersham’s individual cities, but it defines a cohesive brand identity. Habersham’s seven cities are united by warmth, neighborliness, and beautiful nature. The people define the county by welcoming their neighbors and building friendships.

**Seven Cities, One Heart.**

This forms Habersham’s brand identity. Instead of using current disjointed city identities, **Seven Cities, One Heart** highlights the county's rich diversity through its friendly residents.

Citizens can learn to appreciate the beauty of their county united by the ideals of kindness, spirituality, and togetherness. Tourists can feel the joy of being welcomed into a county that treats them as beloved neighbors. Together, seven cities unite to form a cohesive brand identity in which residents celebrate their home. **Habersham County: Seven Cities, One Heart.**
Habersham County’s seven unique towns are united by the breathtaking nature that surrounds them. Tallulah Falls roars through the mountainside, and the rolling hills greet visitors and citizens regardless of what city they are in.

This logo represents the seven cities united by Habersham County’s beauty. The symbolic bridge has seven boards that represent each city in Habersham County. The bridge is surrounded by the county’s nature and is based on a photograph taken in Habersham. The six mountainsides represent the unique nature and scenery found throughout the county. The scene leads the viewer to the sunset which adds a sense of peace.

This clean, simple logo looks excellent in full color or black and white. Its beauty and sense of welcome can fill Habersham citizens with pride – their county’s branding matches its natural beauty. Just like the people of Habersham, the logo provides unity and charm. Habersham County’s unique seven cities maintain individual beauty while united as one heart.
GOAL 1: Create more opportunities for residents and tourists to experience and identify with Habersham County

1. To implement a new and consistent brand identity by March 2015
   a. Create a unified online identity
   b. Launch new logo on website and government documents
   c. Redesign the website
   d. Implement a new messaging strategy
   e. Distribute a packet with detailed messaging information, including mission statement, explanation of logo, and suggested brand language to be dispersed to all employees and volunteers representing Habersham County

2. To implement two events in Habersham County by December 2015 with 500 guests each
   a. Find interested local businesses who best exemplify Habersham County’s values to partner with
   b. Distribute event posters across Habersham
   c. Develop an information kit to distribute to interested businesses

3. To partner with The University of Georgia to bring 150 students to Habersham County by December 2015
   a. Send a pitch to UGA Outdoor Recreation Center suggesting adventure opportunities in Habersham County
   b. Send a pitch to UGA religious organizations suggesting weekend team-building retreats in Habersham County
   c. Send a pitch to UGA Greek organizations suggesting weekend team-building retreats in Habersham County
   d. Send a pitch to large UGA philanthropic and leadership organizations suggesting weekend team-building retreats in Habersham
GOAL 2: Increase Habersham County’s media presence within the county and in surrounding metropolitan areas

1. To have Habersham County’s “Seven Cities, One Heart” campaign mentioned in local print media outlets at least five times per quarter
   a. Write and pitch 10-15 news releases to pertinent media outlets per quarter
   b. Follow up with media and foster a relationship with them

2. To have Habersham County mentioned in outside metropolitan area print media outlets at least two times per quarter
   a. Write and pitch 10-15 news releases to pertinent media outlets per quarter
   b. Follow up with media outlets and foster a relationship with them

3. To have Habersham County events occurring during the “Seven Cities, One Heart” campaign mentioned on local radio stations at least once per quarter
   a. Produce and distribute a radio spot
   b. Submit public service announcements to local radio stations
   c. Get a local radio station to attend an event and provide live coverage

4. To have Habersham County’s “Seven Cities, One Heart” campaign mentioned in online media outlets at least two times per quarter
   a. Pitch story ideas to bloggers and invite them to experience Habersham County
   b. Pitch story ideas to writers who have appeared in online feature sections of local and surrounding media outlets
GOAL 3: Establish an online presence that creates and maintains a positive relationship between Habersham County and residents and tourists

1. To get 1,000 www.habershamga.com website visits per quarter
   a. Improve website content and user experience
   b. Create two banner ads
   c. Improve search engine optimization for key web searches related to Habersham County
   d. Embed links to Habersham County’s website on its social media outlets
   e. Pay for promotion on Facebook

2. To engage with 1,000 people per quarter via social media
   a. Create interactive content that is relevant and engaging to tourists and residents on Twitter and Facebook
   b. Use TripAdvisor to improve business ratings to increase brand attitude and interaction
   c. Create an official social media presence where it is lacking on Facebook and Twitter
WHERE THE GORGE BECOMES Gorgeous

SEVEN CITIES. ONE HEART.

habershamga.com  •  facebook.com/Habersham_County  •  twitter.com/Habersham_Co

Habersham County Ga.
WHERE THE
Sogue & Soul
MEET
SEVEN CITIES. ONE HEART.

habershamga.com •  facebook.com/Habersham_County •  twitter.com/Habersham_Co
These print ads focus on the two factors that Habersham residents reported as the most important about their county: the natural beauty and the friendly people. “Where the gorge become gorgeous” is not just a play on words – it is an inherent truth about Habersham’s breathtaking nature. The language and imagery unites Habersham citizens within a beautiful county they can be proud of.

“Where the Soque & Soul meet” also uses language to focus on the togetherness of Habersham. The county is unified through the intersection of nature and neighborliness. Habersham citizens’ faith drives their lives, but also influences how they interact with each other: with honest soul. Seven cities are not separated by their unique identities; they are connected through Habersham’s beauty and residents, just as the Soque River brings people together to enjoy Habersham’s nature. Habersham Residents know about the Soque, and this ad simultaneously speaks to the county’s nature and people.
Welcome to Habersham!

Habersham County was founded in 1818 when Cherokee land ceded to the United States. After many years of development, we now home some of the most beautiful scenery in all of Georgia. We welcome you to explore more about our county by clicking on the links above.
The revamp of the website will invite Habersham County residents and Georgia tourists to learn more about the history of the county and the attractions it offers. The goal is to inspire Habersham citizens to re-explore their home by hiking, visiting neighboring cities, meeting more neighbors, and attending Habersham events.

The original website has a deep selection of content, but the new design will allow visitors to find information more easily. The site is separated into the categories Home, About, The Cities, Attractions, and News & Events. These categories lead to full pages with cleanly-laid out information to help the web visitor.
WHERE THE gorge BECOMES gorgeous

WHERE THE mountains BECOME magnificent
These banner ads will appear for relevant search results. The goal is to encourage Habersham County residents to participate in county activities and to convince other Georgia residents to consider visiting the beautiful area. Clicking the banner ad sends the user to habershamga.com, the new website for Habersham County.

The banner ads will appear on relevant websites. Using the same search engine optimization (SEO) strategy, Habersham County will also be able to control its online PR and prioritize search results.

Using Google AdWords, Habersham County will target people who search the following keywords. This is not a complete list, but a starting point for related search terms.

- Habersham County
- Georgia mountains
- Georgia travel
- Georgia ecotourism
- Georgia tourism
- Georgia road trip
- Southern road trip
- Tallulah Falls
- Tallulah Gorge
- Georgia hike
- Georgia nature
- Alto
- Baldwin
- Clarkesville
- Cornelia
- Demorest
- Mount Airy
- Mt Airy

The keywords will also include spelling variations, including “Ga.” These keywords can also be used to improve SEO on the Habersham website and for Habersham businesses on TripAdvisor.com. The county can monitor reviews on TripAdvisor and encourage local Habersham businesses to use it as a tool to monitor public opinion and to increase tourism.
Habersham County can better represent its united seven cities through consistent branded social media accounts.

On the next pages are samples for the county’s new social media accounts. Because of the older demographics and the existing accounts, Facebook and Twitter are the best social media outlets to use.

To better reach residents and tourists, use hashtags that unite the campaign: #SevenCities and #OneHeart brand the social media accounts to match the concept. For example, on holidays like Veteran’s Day, use the hashtag #VeteransDay to reach out to people searching for the same terms.

The Facebook and Twitter accounts have photos and posts that match the overall campaign goals, and the accounts should continue to use the same colors, photos, and wording.

The next pages show how the original Twitter is improved through a new account. A new matching Facebook page unites the social media presence.
Avatar only represents 1 out of 7 cities in Habersham County

Lack of content and interaction

TWEETS | FOLLOWING | FOLLOWERS | FAVORITES
---|---|---|---
278 | 61 | 159 | 8

Bio does not contain any valuable information or branding

Lack of visual content

Impersonal tweets synched directly from Facebook
New Habersham County logo
Cover photo taken in Habersham County

Habersham County Ga.

Habersham County
@Habershamp_Co

Seven Cities, One Heart #Alto #Baldwin
#Clarkeville #Cornelia #Demorest
#MountAry #TallulahFalls

North East Georgia
habershampga.com

5 Photos and videos

Tweets
Tweets & replies
Photos & videos

<table>
<thead>
<tr>
<th>TWEETS</th>
<th>FOLLOWING</th>
<th>FOLLOWERS</th>
<th>FAVORITES</th>
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<tbody>
<tr>
<td>16</td>
<td>41</td>
<td>108</td>
<td>5</td>
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Habersham County @Habershamp_Co · 1h
Did you know that Waderlust, a film starring Jennifer Aniston & Paul Rudd, was filmed in Habersham County? #HabFacts #SevenCities #OneHeart

Bio includes hashtags and branding

Habersham County retweeted

Daily News @DailyNews724 · 2h
After years of planning, Habersham County Wall of Honor will happen: The Habersham County Wall of Honor, which... bit.ly/1xykuc

Personal tweets and increased interaction with followers

Habersham County @Habershamp_Co · 2h
This short documentary about the Karl & Nik Wallenda at Tallulah George is a #MustWatch! #SevenCities #OneHeart
youtube.com/watch?v=Vmjuc1...

Increase in visual content
Seven Cities, One Heart

Habersham County Ga.

Habersham County
@Habershman_Co

Seven Cities, One Heart #Alto #Baldwin
#Clarkesville #Cornelia #Demorest
#MountAry #TallulahFalls

North East Georgia
habershmanGa.com

Tweet to Habershman County

5 Photos and videos

Tweets

Tweet & replies
Photos & videos

Habershman County @Habershman_Co · Nov 9
Did you know that Wanderlust, a film starring Jennifer Aniston & Paul Rudd, was filmed in Habershman County? #HabFacts #SevenCities #OneHeart

Habershman County retweeted

Daily News @DailyNews724 · Nov 9
After years of planning, Habershman County Wall of Honor will happen: The Habershman County Wall of Honor, which... bit.ly/1xy9kuc

Habershman County @Habershman_Co · Nov 9
This short documentary about the Karl & Nik Wallenda at Tallulah George is a #MustWatch! #SevenCities #OneHeart youtube.com/watch?v=Vmjuc1
This short documentary about the Karl & Nik Wallenda at Tallulah George is a #MustWatch! #SevenCities #OneHeart

youtube.com/watch?v=Vmjuc1...

The First Step - Bring Nik Wallenda to the Tallulah Gorge

A short documentary to raise awareness and interest in Nik Wallenda recreating the feat made famous in 1970 by his Great Grandfather, Karl Wallenda, of walki...

Grab your raincoats, y'all! There's a chance of rain & a high of 72° today in Habersham County #SevenCities #OneHeart

Habersham County, GA
Wed
Chance of Showers

72 °F | °C
Precipitation: 20%
Humidity: 62%
Wind: 7 mph

The @PiedmontGA Singers Fall Concert is Thursday, Nov. 13 at 7:30 pm. Come out and support the local arts, y'all! #SevenCities #OneHeart
Social Media: Facebook

Habersham County
Community Organization

Timeline  About  Photos  Likes  More

Status  Photo / Video  Event, Milestone

What have you been up to?

Jessica Branch likes this.

Reach a new milestone
100 Likes

Promote Page

Invite your friends to like Habersham County

Amy Riemitis

Habersham County
2 minutes ago

Seven Cities, One Heart

Where the Soque & Soul Meet
This Facebook Promotion will advertise Habersham County’s posts on Facebook. The platform allows pages to specifically target different demographics. Using this method, the county can direct its posts toward people who might be interested in attending Habersham’s Fresh Market Celebration event in April. These photos show a step-by-step process. The next page shows what sample posts may look like.
The above posts show a Facebook event for the Fresh Market Celebration. The picture on the right is the finished product of the Facebook Promotion process: an event that Habersham County pays to promote to more users on the platform.

The post to the bottom right is another way that the Habersham County Facebook page can interact with its fans. By sharing opportunities for building community, Habersham truly unites seven cities through one heart.
Habersham County can use a short promotional video when beginning governmental meetings or presenting to potential business owners. The county can also feature the video on web media outlets like the Habersham County Chamber of Commerce Facebook page. More importantly, local community groups can send a link to this video in regular email communications to improve brand attitude toward Habersham County. The video includes shots of all seven cities, Habersham’s nature, and people in the county. A country song plays gently in the background before the logo is overlaid on top of a bridge in Habersham.

The county may also choose to use this video as a pre-roll advertisement that plays before select YouTube videos. When watching a video found through keywords like “Habersham County” and “Georgia Mountains,” YouTube viewers could see this ad on their screen first, prompting them to click it to visit habershamga.com.

To view the finished video, please view the PowerPoint presentation or visit vimeo.com/112926520.
This radio ad will be submitted across metro-Atlanta and North Georgia radio stations to WRAS 88.5 FM, WKHX 101.5 FM, WSRV 97.1 FM, 96.7 WCHM, and more.

Varied voices rotate speaking to represent the seven cities in Habersham, united by the county's sense of community.

**Script**

SFX: Trickling waterfall with sweet birds chirping.

Man: It's where the gorge becomes gorgeous.
Woman: Where the Soque River meets the soul.
Man: Where every unique neighborhood unites through community.

Narrator: We invite you to experience the nature, the people, and the heart of Habersham County, Georgia. Come make memories with us. Habersham County: Seven Cities, One Heart.

Please see the PowerPoint presentation or visit dft.ba/-HabershamRadio for a finished recording of the radio spot. The spot can run for a full year on a pulsing schedule. This will allow more flexibility in running the spot and managing the budget.
Habersham County’s “Seven Cities Celebration” Festival

Seven Cities, One Heart unites Habersham County at Jaemor Farms on September 27, 2015. From 1-6 p.m. Habersham County will bring unique aspects of each city to one location.

Each of the seven cities will meet at Jaemor Farms in Alto, Ga. to represent a core facet of their county. Each section will contribute to Habersham’s unique but unified identity as thriving and welcoming.

Focuses include: Anne's Bait and Tackle Fishing Shop, Clarkesville's farm to table movement, and tourism at Tallulah Falls.

Please see the appendix for a full description and a news release.
Habersham County’s
Seven Cities Celebration

September 27th, 2014. 1–6 p.m.
Jaemor Farms in Alto, Ga.

Habersham's seven cities unite as one heart in this family-fun event. Join businesses and groups from Alto, Baldwin, Cornelia, Clarkesville, Demorest, Mount Airy, and Tallulah Falls to celebrate the economic and natural wonders of the county.

5340 Cornelia Hwy Alto, GA
(770) 869-3999
www.habershamga.com

This event poster will advertise the Seven Cities Celebration and will be distributed to local businesses in Habersham County. When full-size, all elements are fully visible and attractive to potential event attendees.
“Habersham’s Fresh Market Celebration”

Seven Cities, One Heart unites Habersham County as the citizens gather to celebrate the county’s fresh food. On April 24, 2015, about 25 local farmers, artisans, and vendors from across Habersham will set up booths in Clarkesville Square to sell their goods and educate residents about opportunities to get involved. Tickets for the farm-to-table suppers will also be available.

Focus group research reveals the need for highly structured events where residents do not need to plan much in advance. The research also reflects on how people appreciate Habersham because of its natural beauty and its people; this event highlights both these charming traits. This event will unite families and businesses to stimulate economic development while helping build neighborly relationships.

Please see the appendix for a full description and a news release.
This media list will help support Habersham County as it distributes news releases, event memos, and the new campaign materials to its residents and businesses. A PDF found at dft.ba/-habersham_contacts details the following information for a streamlined media blitz:

- Contact name
- Media outlet
- Contact’s topic focus
- Contact’s official job title
- Media type
- Outlet’s topic
- Links to the contact’s Facebook, Twitter, LinkedIn, Google+, Pinterest, and YouTube accounts
- The contact’s email, phone number, website, their ad rate, and the currency of their ad rate

Due to the immensity of the contact list, all 134 contacts are recorded in a digital spreadsheet. You can access the digital version at dft.ba/-habersham_contacts.

Below are samples from the media list. These are good examples of where to send advertisements and news releases.

**The Post and Courier**

**Daily Mountain Eagle**

**Ledger-Enquirer**

**ASHEVILLE CITIZEN-TIMES**
Above is the Gantt Chart for the Seven Cities, One Heart campaign. These are estimates for launch dates; more advertising and public relations executions may be necessary pending Habersham County’s needs and current events.
The Seven Cities, One Heart Campaign will have a fixed allocated budget.

Research of counties with similar populations to Habersham showed an average of $40,000 spent on advertising, branding, and PR. After taking all of our research and objectives into account, we devised tactics based on a $38,100 budget detailed on the next page.

We plan to negotiate a fair fee with vendors and event sponsors to help offset event set up costs (tents, tables, chairs, stages, equipment, etc.). Staffing at events will include volunteers from the county and representatives from each vendor/sponsor. (Example of event sponsor: Piedmont College. Example of vendor: Splashe Paint Your Own Pottery in Clarkesville).

Marketing materials for each event may include but are not limited to flyers, social media campaigns, “swag” for event attendees, and banners.

The $1,000 allocated to Contests/Giveaways could include anything from prizes for event raffles or friendly competitions (e.g. pie eating contest) to silent auction items. We will acquire some items for Contests/Giveaways from vendors and event sponsors as well.

To reach members of our target audience, we plan to use newspapers heavily circulated in the cities and social media to brand and advertise Habersham County. The radio ad will not have a daily presence throughout the year, and the low budget reflects this.

Because graphic and web design for this campaign will be done in house, we did not attribute costs to them. This is also true of many other executions, including public relations items.

The team reserved $3,000 for contingency.
EVENTS: $20,000
Event 1: $10,000 total
  • Event Set-Up: $6,000
  • Marketing Materials: $3,000
  • Contests/Giveaways: $1,000

Event 2: $10,000 total
  • Event Set-Up: $6,000
  • Marketing Materials: $3,000
  • Contests/Giveaways: $1,000

BRANDING/MARKETING: $15,100 total
  • Newspaper advertisement in Sunday papers of Now Habersham and the North East Georgian: $4,000
  • Online banner ads on websites like TripAdvisor.com: $2,500
  • Social media on Twitter and Facebook, and to pay bloggers: $4,500
  • SEO: $1,000
  • Radio Ad: $3,000
  • Event Poster: $100

$20,000 for events
$15,100 for branding
+ $3,000 for contingency

= $38,100 total

CONTINGENCY: $3,000
## Appendix

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PURPOSE
Habersham County's Crisis Communications Plan outlines the persons, duties, and protocols that should guide the municipality in quickly passing credible, first-hand information to all of Habersham County’s audiences during an emergency or crisis. Preparation is necessary because relationship-building is essential for the public to receive credible, clear, and transparent first-hand information.

The county commissioner should carry out the plan and lead as the main spokesperson for Habersham County during the event of a crisis. Additionally, speakers may also be referenced and they should be briefed and trained at the time to speak knowledgeably with one voice.

For the purposes of this plan, a crisis is a semi-significant event that prompts noteworthy, often sustained, news coverage in which public scrutiny has the potential to damage the county’s reputation, persona or stability. A crisis like this could be brought on by an emergency or a controversy.

SCOPE
The key publics that will be addressed during a Habersham crisis are listed below in their respected priority, including ways in which communication will occur.

1. Public (local residents and visitors) – social media accounts, word of mouth
2. Local Air, Print, Television and Online News Outlets – news releases, follow-up calls, and interviews
3. Surrounding News Outlets – news releases, public statements, and follow-up calls
4. Distant News Outlets – news releases, public statements, and follow-up calls

OBJECTIVES
Habersham’s guiding principle throughout any crisis is safety and communication. As the issues are handled, Habersham will do its best to avoid further conflict and disseminate transparent and reliable information. We hope that in doing so we can lead the conversation surrounding any issue with one voice while using our community experts to better answer technical questions.
LOCATION
The Crisis Communications headquarters for most crises will be the theatre at Piedmont College at 1021 Central Avenue, Demorest, Ga. 30535. Habersham County will maintain stocks of press packets, press identification badges, parking passes, and copies of this plan.

Because this room has limited conference capabilities, it may be replaced with another facility in the event of an extended crisis or emergency. The primary back-up location is the media room at Cameron Indoor Stadium. The team may move its headquarters to Cameron in a number of circumstances, including technical limitations at the news office or a need to be close to the news media if they are set up at Piedmont College.

PRELIMINARY TACTICS
Favorable media presence can be achieved through open communication, use of multiple channels of communication, the ability to receive public feedback, and a management team that supports communication practices (Fairbanks, Plowman, and Rawlins 2007; Garnett 1992; Lee 2001).

Habersham County will write sample crisis communication letters to practice.

Habersham County will establish a plan with the local and surrounding media so that everyone knows who to turn to. This will give more control to Habersham to lead the story.

INITIAL RESPONSE
The initial crisis response should be quick, accurate, and consistent.

Provide a response in the first hour after the crisis occurs. People will be looking for more information about the issue at hand. The news media will fill the information vacuum and be the key source of initial crisis information. If the organization having the crisis does not speak to the news media, other people will be happy to talk to the media. It is important during a crisis to lead the conversation about Habersham.
ONGOING RESPONSE

While SEO, search engine optimization, is used to increase visibility of a webpage organically, reverse SEO can be used to minimize negative press. This is useful for Habersham County; positive, pertinent news is the first thing viewers see when they search keywords associated with Habersham County. It will help offset negative press such as the grenade incident.

The best way to use reverse SEO is to ensure that at least the top 10 results on search engines are positive sources. This is much more difficult than traditional SEO, because it involves site domains that Habersham does not own.

If a new media crisis arises, use the following steps to manage coverage. First, push positive coverage up in the web result rankings by using traditional SEO tactics. This includes using keywords that people use to search for Habersham County, and using these keywords in prominent places such as in headers, titles and footers. Another option is to promote social media pages or a blog by using keywords so that these pages appear above the negative press. Lastly, if the bad web results are coming from an unfair or illegal source, contact the webmaster of the pages to see if they can be removed. Google can also be contacted to remove web pages from their results if the content of the pages is unfair or illegal.
CRISIS COMMUNICATION PRACTICES

1. Avoid the phrase “no comment” because the public would interpret it as Habersham being at fault and not wanting to deal with the issue.

2. Present information clearly. Do not use technical terms or community jargon. Lack of clarity makes people think the organization is purposefully being confusing to hide something.

3. Appear pleasant through interviews. Use strong eye contact, limit “uhms” or “uhs” and avoid nervous gestures. Research shows that people will be perceived as deceptive if they lack eye contact, have many disfluencies, or display obvious nervous gestures.

4. Keep the spokesperson informed; give the latest information as well as the key message points Habersham is trying to convey.

SPOKESPERSON

One spokesperson should be chosen to drive the story through the media. This person may vary from issue to issue, but needs to be someone who has first-hand knowledge of the crisis as well as expertise in the area of concentration.

If multiple departments or members are needed to lead the conversation, make sure they speak with one voice. Again, a great way to do this is to educate all spokespersons with the same information as well as the same goals and objectives.

SAMPLE CRISIS TACTICS

SEO can be used to push negative stories down; prevent negative events surrounding Habersham upon first search of keywords. Try to own space at the front of a search engine ahead of time. Posting crisis stories from Habersham County’s voice would be more effective than ignoring bad press.
To: The Archway Foundation  
From: Zesty Media  
Date: September 27, 2015  
Subject: Habersham County’s “Seven Cities Celebration” Festival

THE EVENT  
Habersham County’s “Seven Cities Celebration” will be held on Sunday, September 27, 2015 to help publicize the county’s “Seven Cities, One Heart” campaign beginning next year. The festival will be located at Jaemor Farms in Alto, Ga., and it will take place from 1 p.m. until 6 p.m. The event will work to unite the community of Habersham County by bringing unique aspects of each city to one location.

LOGISTICS  
Jaemor Farms will provide enough space for each city and its culture to be well represented during the festival. The “Barn at Jaemor Farms” includes an area large enough for visitors to explore up to 180 tables or booths of information and activities involving various aspects of the county. In addition, Jaemor Farms is the perfect location to hold an event in late September because they offer a fall-inspired atmosphere filled with corn mazes, farm tours, hayrides, and apple and peach picking for families, residents, and visitors to enjoy. Each city in Habersham will feature a symbolic trait, venue, or item that is unique to its city limits. The list of cities and corresponding representatives are as follows:

Continued on next two pages.
- **Alto:** Jaemor Farms
  - **Baldwin:** Anne's Bait and Tackle Fishing Shop
    - Located along the shore of Lake Russell, Baldwin is characterized by one of the best “mom and pop” bait and tackle shops in Habersham County. Preparing for a day on the water in Habersham is critical, especially for fly fishing, and knowing the right place to shop can make all the difference.
- **Cornelia:** Habersham’s 26th annual Big Red Apple Fall Festival
  - The event is held annually in October. Delegates will host the festival and will be chosen through suggestions given by residents through the Habersham County Facebook and Twitter page. They will also be responsible for bringing items from the festival for photo opportunities.
- **Clarkesville:** Historic Downtown Clarkesville “hot-spots”
  - Clarkesville is known for its dedication to the farm to table movement. It is made of award-winning restaurants, casual cafés and lunchtime eateries in its historic downtown area. A select number of venues will set up booths for wine and food tasting.
- **Demorest:** Piedmont College & Mason Sharpenstein Museum
  - Students involved in community and/or campus organizations at Piedmont College will have tables displaying information about events. They will provide guests with the opportunity to learn about ways they can get involved in Habersham County.
    - The Mason Sharpenstein Museum will have hundreds of paintings, sculptures, and pieces of art glass and crystal on display for people to look at and buy at a discounted rate.
- **Mount Airy:** Hazel Creek Orchards
  - Known for its Hot Apple Pie Cider, Hazel Creek Orchards will be providing gift baskets filled with its locally grown apples. Guests will be able to place orders to send straight to friends and family while being able to take home some samples for themselves as well.
- **Tallulah Falls:** Tallulah Falls and Tallulah Gorge
  - Representatives from Tallulah Falls will have booths set up with information to enable visitors to go ahead and book their weekend getaway of camping, hiking, and reveling in the great outdoors.
PROMOTION
“The Seven Cities Celebration” would primarily be promoted within Habersham County. However, news releases will be sent to publications in nearby Athens and Atlanta areas. The businesses, locations, and organizations representing each city will be asked to promote the event on all social media accounts. They will also be provided with fliers made for the event and asked to display them in their stores or within their properties. The new logo introduced at the start of Habersham’s “Seven Cities, One Heart” campaign will be used on all graphics, pamphlets, and fliers promoting the event. In addition, radio stations in Habersham County and its surrounding Atlanta area communities will be contacted and given details for announcements and incentives to attend the festival.

SUMMARY
Habersham County’s “Seven Cities Celebration” will provide locals with an opportunity to engage with their community by rediscovering what it means to be a proud resident of Habersham. It will give those outside of the county a better understanding of the activities and opportunities Habersham offers. The festival will be held on Sunday, Sept. 27, 2015 at Jaemor Farms in Alto, Ga. and will begin at 1 p.m. and end at 6 p.m. Upon approval and consent of all participating groups, budgeting will begin in February 2015.
To: The Archway Foundation
From: Zesty Media
Date: April 24, 2015
Subject: “Habersham’s Fresh Market Celebration”

THE EVENT
“Habersham’s Fresh Market Celebration” will be held on the weekend of April 24, 2015. This event will help publicize the county’s “Seven Cities, One Heart” campaign beginning that year. The “Fresh Market Celebration” will be located in Clarkesville Square of Clarkesville, Ga. and will take place from 11 a.m. until 6 p.m. The event will bring a sense of community to the seven individual cities of Habersham by uniting all fresh markets and farmers’ markets that are located within the county. This event will also attract citizens of the surrounding counties to purchase and enjoy the local produce from around the county of Habersham. Focus group research shows that people want a fully-planned event to encourage them to participate with Habersham; this event is just the trick!

LOGISTICS
Clarkesville Square delivers a welcoming environment to all participants of the event while promoting the nearby antique shops, restaurants, and retail stores to browse through. Participants will have options to start their day at “Habersham’s Fresh Market Celebration” at 11 a.m. or to stop by before dinner when the event ends at 6 p.m.

“Habersham’s Fresh Market Celebration” will be set up similarly to an art festival where there will be open booths filled with merchandise and additional instructions on how to stay in touch with stores, local artisans, and farmers. The event will have about 25 tables set up in Clarkesville Square with additional information about each individual’s fresh produce available, all of which will be provided by the farmers and vendors. Sustainable recyclable bags with the “Habersham’s Fresh Market Celebration” graphic will be provided to take the produce home so the participant can feel involved with the county-wide event.

Spring is well-suited for this event because April is a month in which many types of produce thrive like spring mix salad, artichokes, mushrooms, and more. Along with the perfect spring weather this Clarkesville event empowers Habersham families to thrive in a family-friendly, inclusive, local environment.
PROMOTION

“Habersham’s Fresh Market Celebration” will be promoted within the county as well as the surrounding counties. These additional counties will include Stephens County, Rabun County, Towns County, White County, Hall County, and Banks County. News releases will be sent to publications around the North Georgia area. Local produce farmers will also be contacted and asked to promote “Habersham’s Fresh Market Celebration” through social media, Habersham County emails, and word of mouth. In addition, local farm to table restaurants will be contacted and asked to display information concerning “Habersham’s Fresh Market Celebration” with flyers and information cards, which will be provided to them. The new campaign concept of “Seven Cities, One Heart” coupled with the recently created logo will be used in all promotions associated with the event. Habersham radio/Northeast Georgia radio stations will also contacted to give announcements with information about “Habersham’s Fresh Market Celebration.”

Sustainable shopping bags with the Habersham County logo will be distributed outside local grocery stores to promote the event and to answer any questions.

SUMMARY

“Habersham’s Fresh Market Celebration” will be a day to unite the variety of fresh and local produce within the seven cities of Habersham. This event will provide a fresh assortment of farm to table produce that the residents of Habersham and surrounding counties can enjoy! It will be held on the weekend of October 24-25, 2015 and will last from 11 a.m. to 6 p.m. Upon approval by the Habersham City Council, a budget will be developed.
For Immediate Release

Habersham County to Host First Annual Seven Cities Celebration

ALTO, Ga. (Sept. 20, 2015) – Habersham County will host the first “Seven Cities Celebration” at The Barn at Jaemor Farms on Sept. 27. The event will occur during the run of the county’s “Seven Cities, One Heart” campaign, which seeks to promote unity between Habersham County’s individual communities.

“We love all of our cities and we are each eager to share our unique differences in the event,” said Judy Taylor, Habersham County Chamber of Commerce President. “I believe this event will bring us together by allowing citizens and representatives to see what the entire county has to offer.”

The event will also feature one or more attractions for each of the county’s seven cities (Alto, Baldwin, Clarkesville, Cornelia, Demorest, Mount Airy and Tallulah Falls) and up to 180 information booths for citizens to explore. There will be a free corn maze, hayrides, plus apple and peach picking for citizens to enjoy.

“We will be providing fun for the whole family,” said George Winson, Habersham County’s County Commissioner. “We just really want to see a great turn out. We want to get feedback and support for the county’s new campaign.”

Local businesses from each community are encouraged to get involved. For more information on booths and vendor registration contact Betty James at (555) 567-7890. Both citizens and visitors are welcome to attend and the event is free of charge.

About Habersham County
Founded in 1818, Habersham County has been delighting residents and visitors with natural beauty for generations. Perhaps best known for being home to Tallulah Gorge, Habersham County also houses seven municipalities. Though each city remains distinct with unique historic and nature sites, the citizens of Habersham agree that it is a place with “seven cities, one heart.” More information about Habersham County can be found at www.habershamga.com.

Contact: Seth A. Law
Zesty Media
slaw@zestymedia.com
(229) 460-7011
Habersham County has a Fresh Take on Shopping Local

CLARKESVILLE, Ga. (April 14, 2015) – A vibrant organic farming scene has long been central to Habersham County and on April 24 the farmers of Habersham want to share local flavors with residents and visitors alike at a Fresh Market Celebration in Clarkesville Square of Clarkesville, Ga.

During both days of the event, vendors will display produce for sale at booths with information about sustainable agricultural practices and organic farms in Habersham County. At 6 p.m. guests are invited to stay for supper at nearby restaurants that will serve a farm-to-table meal that uses local products.

Agriculture accounts for 28 percent of the economy in Habersham County, with the largest farming sectors including poultry, livestock, produce, horticulture, and honey. Each of these agricultural divisions from all seven cities housed within Habersham County will be represented at the Fresh Market Celebration.

“We’re thrilled to come together as a community to show off one of the things we do best: fresh, local, organic farming,” Rick Story, Habersham Archway Professional, said. “The proceeds from this event will go back to funding sustainable farming right here in Habersham County.”

Continued on next page.
Entry to Habersham’s Fresh Market Celebration will be free from 11 a.m. to 6 p.m. both days of the event. Tickets for the farm-to-table suppers are available for purchase online at www.habershamga.com for $25 per plate or will be available for purchase at the event for $30 per plate.

**About Habersham County**

Founded in 1818, Habersham County has been delighting residents and visitors with natural beauty for generations. Perhaps best known for being home to Tallulah Gorge, Habersham County also houses seven municipalities. Though each city remains distinct with unique historic and nature sites, the citizens of Habersham agree that it is a place with “seven cities, one heart.” More information about Habersham County can be found at www.habershamga.com.

###
For Immediate Release: Title that Describes Event and Catches a Reporter’s Attention

[Dateline here] CLARKESVILLE, Ga. (Oct. 26, 2015) – [lead sentence here] A lead sentence should give all relevant information about the event such as date, time, and place of the event. It should also explain a little about what the event is and why it is taking place. The lead sentence is the most important part of the news release; if it is not interesting and concise the reporter may stop reading.

The second paragraph can be important supporting details about the event that were not in the lead sentence.

The third paragraph can be details about the reason the event is important. For example, if the event is supporting a cause, this paragraph could be used to explain why this cause is relevant to the audiences who will be reading the story produced from the news release. The third paragraph can also be used to describe further what will happen at the event or other pertinent details.

The fourth paragraph can be an extension of the third paragraph, or this is a good place to put a quote from an appropriate person about the event. Quotes add a personal touch to a news release and can make the release seem more alive and interesting. Remember that news releases are for news items only so throughout the release remember to be concise and describe why this event is newsworthy.

The last paragraph should be any details that the reporter should know that have not already been stated. These should be the least important details because the reporter may not read to the end of the release.

About Habersham County

[Boilerplate here] A boilerplate is a brief paragraph about the organization that is sending the news release. Here is an example: Founded in 1818, Habersham County is located 90 miles north of Atlanta in the foothills of the Appalachian Mountains. Perhaps best known for being home to Tallulah Gorge, Habersham County also houses seven municipalities. Though each city remains distinct with unique historic and natural sites, the citizens of Habersham agree that it is a place with “seven cities, one heart.” More information about Habersham County can be found at www.habershamga.com.

###
The two events that Habersham County will hold require local businesses to participate. To explain the events, an event participation kit will provide information about necessary preparation. Items to include in the event information kit to distribute to interested businesses include:

1. Pitch letter summarizing everything that can be found in the kit and asking the business to participate in the event
2. Background information about Habersham County and the “Seven Cities, One Heart” campaign
3. Pertinent event information including date, time, and location. This section will also include goals, objectives, and tactics for the event
4. Press releases that have been sent to local and metropolitan-area media outlets
5. Copies of recent press coverage about Habersham County and the “Seven Cities, One Heart” campaign
6. Contact information
7. Any applicable statistics
8. Habersham County logo
9. Photos, if appropriate
Contact: Seth Law
Zesty Media

Start Date: Sept, 14, 2015
Kill Date: Sept. 27, 2015

Habershaw County to Host First Annual Seven Cities Celebration

PUBLIC SERVICE ANNOUNCEMENT

:30

COME JOIN HABERSHAM COUNTY THIS SUNDAY, SEPTEMBER 27 FOR SOME GREAT FAMILY FUN AT THE FIRST EVER SEVEN CITIES CELEBRATION HOSTED AT THE BARN AT JAEMOR FARMS IN ALTO. THE EVENT WILL FEATURE A FREE CORN MAZE, HAYRIDES, AND APPLE AND PEACH PICKING FOR EVERYONE TO ENJOY. BOTH CITIZENS AND VISITORS ARE WELCOME TO ATTEND, AND ADMISSION IS FREE OF CHARGE. VISIT W W W DOT HABERSHAM G A DOT COM FOR MORE INFORMATION. WE LOOK FORWARD TO SEEING YOU THERE!

:10

JOIN US THIS SUNDAY SEPTEMBER 27 AT THE BARN AT JAEMOR FARMS IN ALTO FOR HABERSHAM'S FIRST SEVEN CITIES CELEBRATION. ADMISSION IS FREE AND ALL ARE INVITED. COME ENJOY A CORN MAZE, HAYRIDES, AND APPLE PICKING. VISIT W W W DOT HABERSHAM G A DOT COM FOR MORE INFORMATION!
Dear __________________,

As the school year begins, there are many occasions for group activities with [club name here]. From team building activities to relaxing weekend getaways, Habersham County is the perfect setting. In Habersham County, there are many options for group outings such as hiking, boating, and camping. These activities take place among natural and historic settings.

Habersham County is also home to Tallulah Gorge, a two-mile long canyon with a series of waterfalls known as Tallulah Falls. There are also historic theaters and apple orchards. In addition, group rates will be offered at a discount for all University of Georgia organizations.

To learn more about what Habersham County has to offer, please contact __________________ at [phone number here] or [email address here]. More information can also be found at www.habershamga.com.

Sincerely,

____________________
Possible story ideas to pitch to bloggers

- Small town Habersham County natives making it big in country music
  - Country music star Kimberly Bramlett Schlapman, a Cornelia native and Habersham Central High School graduate, recently performed at the Country Music Awards with her group Little Big Town. Kimberly and Little Big Town are winning over the hearts of country music fans everywhere
  - Profile on up and coming country singer and Habersham County native John King, who recently performed at the Grand Ole Opry in September
- Fall activities and festivals in Habersham County
- Local wine tasting events
  - Target “mommy bloggers” and pitch as an opportunity for a relaxing girls night out with friends
- Highlighting the arts and entertainment aspect of Habersham County including live music festivals, concerts, and art shows
- Pitching large special events for 2015 including the “Seven Cities Celebration” and “Habersham’s Fresh Market Celebration” as opportunities for families outside of Habersham and residents to gather for a fun-filled afternoon
- Write a profile on several outstanding students attending Piedmont College in Habersham County and pitch to education blogs
- “Having Faith in a Small Town”
  - Interview several Habersham County natives about growing up and living in Habersham. Allow them to speak on why they’ve stayed and what makes living in a small town so unique and special
- Habersham County as an adventure hub focusing on Tallulah Falls and Tallulah Gorge, hiking and fishing opportunities, and local campsites
Mission of Seven Cities, One Heart Campaign

The Seven Cities, One Heart campaign seeks to unify the seven cities of Habersham County by creating a cohesive brand identity that encompasses what Habersham County is all about: community, a growing economy, and natural beauty. The Seven Cities, One Heart campaign will encourage Habersham residents and visitors to view and experience Habersham County as a whole rather than as seven disjointed cities. The campaign will not only bolster community pride, but also will invite and welcome visitors to experience everything the county has to offer.

Logo

This is the new Habersham County logo. It is an actual bridge and landmark found in the county, made up of seven boards representing each city. These boards lay the bridge’s foundation just as the seven cities are the pillars of Habersham County. The image highlights the county’s natural beauty, and the tagline encompasses the warm spirit of its people; Habersham residents claim that these facts are the best parts about their county. The logo represents all seven cities in one beautiful presentation.

Suggested Brand Language

The Seven Cities, One Heart campaign focuses heavily on the community and natural beauty in Habersham County, so it is important to use language that supports that message. Using welcoming, inclusive language will keep the brand identity consistent. Using terms like we, us, together, neighbor, welcome, and natural beauty will create a feeling of belonging and welcome.