



MEMO

TO: President Gardiner and the Members of the Town Council

FROM: Town Manager

SUBJECT: Great News Proposal

DATE: February 20, 2023

Background

The Town of Munster seeks to improve public communication and outreach. GreatNews.Life is a Region-based news service that contracts with municipalities and other clients to take a positive approach to online publishing that creates new opportunities to spread good news about communities. GreatNews.Life creates online communities large enough to support major advertising, but small enough to remain hyper-local.

They do this by utilizing a team of professional photographers, copywriters, and editors to help their clients create dynamic press releases and posts that can be shared both on Town-managed and maintained sites, as well as their broader network of community sites throughout the region.

Methodology

The attached proposal suggests an initial engagement of 10 articles for a total cost of \$6,600. If this turns into a successful partnership, we can scale-up the number of engagements and pay for different competencies on their team at an as-needed basis.

Recommendation:

By motion and voice-vote, authorize the Town Manager to engage with GreatNews.Life for an initial cost not to exceed \$6,600.