Freedom's Frontier staff, a few Board members, and Partners met at The “Lex,” the Lexington, Missouri, Civic Center and auditorium, for the September Partner meeting. A local caterer served us glazed chicken and wild rice, green beans and fresh apple cake for lunch. You really missed out, if you weren’t with us!


Photos in this presentation were taken at the Lex, pictured at left. Please visit our Partner community and find out about shared stories in Lexington, MO!
Marsha Corbin, Old Trails Region (http://www.oldtrails.net/), gave us a report on the Heartland Byways Conference, held in early April, in Council Bluffs, IA. Marsha attended the conference on a Professional Development Scholarship. Links to her handouts are in the Monday Minute. (Actually sent out on Tuesday, September 20.)

Marsha shared a little about a session she attended on communication, and how easy it can be to misinterpret an email or text, without the voice inflection that can drastically change the meaning of a word or phrase.

Her example:

I didn't steal your cow yesterday. (Wasn't me)
I didn't steal your cow yesterday. (Didn't happen.)
I didn't steal your cow yesterday. (Just borrowed.)
I didn't steal your cow yesterday. (Wasn't yours.)
I didn't steal your cow yesterday. (It was a horse.)
I didn't steal your cow yesterday. (Last week.)
Tanner Fuson: Heart of America Council, Big Muddy District, Boy Scouts of America

Tanner Fuson (standing, in center of photo) joined us to talk about ways that the Boy Scouts can work with Freedom's Frontier National Heritage Area sites to the benefit of all involved. He talked about Merit Badge Colleges, which are opportunities for scouts to visit a site and earn several badges in one day, scout crews (that do everything from camp, to job-shadow, serve as reenactors, assist with preservation, etc.), and other opportunities. There are more than 135 merit badges scouts can earn, so your site would probably be able to find a few that fit your programming.

Big Muddy may not be your district, but you can find information on other districts here. You can learn more by contacting Tanner at Tanner.Fuson@scouting.org.

This is the Scouting Heritage merit badge. To earn it, scouts learn about the history and origins of scouting.
The Freedom’s Frontier Board of Trustees met August 10, at Black Archives of Mid-America, Kansas City (http://www.freedomsfrontier.org/Visitors/Sites/Comments.aspx?id=186 ) Board Secretary Deb Barker (Director of the Franklin County Historical Society and Old Depot Museum, Ottawa, KS) provided meeting summary. Deb is pictured at right with Freedom's Frontier Executive Director Jim Ogle.

Deb reported that marketing, and resource and development committees are creating a resource folder with Freedom's Frontier Marketing Manager Sonia Smith. The committees saw a mock-up of the folder, and gave feedback. The entire board will also provide feedback on this printed piece before it is bid out for production. The folder will have cards that provide information on a variety of programs, including camps and Freedom Corps, signage, donating, etc.

At the Board meeting, Freedom’s Frontier Executive Director Jim Ogle reported on the organization's options for projects that would draw down federal grant money, and also talked about the staff's involvement with some heritage groups that have formed in Topeka, Douglas County, Johnson County and Quindaro. These groups are coalitions of Freedom's Frontier Partners in those communities that are working together on various programs.

Education and Interpretation Manager Liz Hobson reported on the successes of camps and Freedom Corps. (Email her if you wish to see the PowerPoint report she created.)

Sonia Smith reported on her experiences attending the Mine Creek Battlefield State Historic Site Heritage Day Festival, a designated Freedom's Frontier 10th Anniversary event, and her positive conversations with the state historic site coordinator, who credited Freedom's Frontier with the increase in the event's attendance over last year.

The Board approved the annual 990.

The Freedom’s Frontier Board of Trustees next meets at the Carnegie Building in Lawrence, KS, 200 W 9th St (at Vermont), on Wednesday, October 12, at 1 p.m.

Freedom's Frontier Executive Director Jim Ogle kept his remarks brief to allow Signage Coordinator Doug Pickert to talk about signage. Jim said that signage is a critical element for greater appreciation of how the heritage area's individual sites are connected. The signage plan is part of the comprehensive plan being developed to create more awareness of the heritage area and its Partners, and to better market FFNHA. He said, "progress comes in asking the right questions for how to make Freedom's Frontier substantial and visible," to the right audiences -- both in our 41 counties and beyond.

He promised that as staff develops plans, they will be shared in the Monday Minute, and Survey Monkey opportunities for providing staff with feedback.
This is Doug Pickert, Signage Coordinator (in case you have yet to meet him), holding one of the Freedom's Frontier National Heritage Area Partner Site signs.

Doug reported on progress, and in some cases, obstacles, in getting wayfinding signs in the ground, or Partner Site signs installed. There have been some issues in getting signs along business district routes in Butler, MO, in Bates County. But Doug is persistent, and a problem-solver, and is working through the issues.

If you would like to order a Partner Site sign, contact Doug at dpickert@freedomsfrontier.org. There are two sizes: the smaller sign (27 inches wide by 12 inches high) is $125; the larger sign (36 X 16) is $195. If neither of these sizes works for your site, ask Doug about customizing a sign for your needs.

He can also provide photos of how the signs would look, so you can show your board or other interested parties.
Managing Director Julie McPike provided a short update on status of the federal funding process and legislation, reminded meeting attendees to pick up some Lewis & Clark Trail Brochures, and Freedom's Frontier maps; spoke a little about the photo contest and the calendars Freedom's Frontier will be printing; and also reminded the Partners that she is still accepting applications for designated FFNHA 10th Anniversary events. For more information, contact her at jmcpike@freedomsfrontier.org.

Liz Hobson, Education and Interpretation Manager, reported on Interpretive Grants (the next deadline is November 15, with a consultation on or before November 1.); the Douglas County Educator Night Out held at the Carnegie the evening before this Partner meeting; Bus on Us! and a Youth Corps Survey she will be sending out soon, as planning begins for the next year's service. She asked if Partners know of anyplace she should be doing education outreach. For information about any of these things, contact Liz at ehobson@freedomsfrontier.org.

Communications, Marketing and Outreach Manager Sonia Smith reported that Partners who would like assistance with their Freedom's Frontier microsites should contact her; that she had boxes of maps to share; and to contact her to add festivals and events to both the webpage calendar, and the outreach calendar, to have a staff member attend an event. She can be reached at ssmith@freedomsfrontier.org.

Adam Newhard, previously an intern and Youth Program Assistant with Freedom's Frontier, is now the Partnership Coordinator. He gave the gathered Partners an overview of his job duties. He is your first point of contact in the FFNHA office. You can contact him about anything related to Partnership and he'll assist. Adam is from Pennsylvania, and is completing his doctorate studies at the University of Kansas. He works part-time for the heritage area, and will be available Monday afternoons, Tuesdays, Thursdays, and at Board and Partnership meetings. He will also travel with the rest of the staff on fieldwork days. Contact Adam at anewhard@freedomsfrontier.org.

Office phone numbers for all staff members can be found here.
Freedom’s Frontier Board member Larry Pfautsch is the chair of the marketing committee. Larry -- with input from Sonia Smith, the rest of the staff, and the Board -- has been working on a framework for a long-term marketing. Larry's presentations of the framework to the Board of Trustees, Advisory Committee, and at the Partnership Meeting have encouraged discussion, and Larry is still accepting feedback on the questions and ideas presented in his PowerPoint slides (included here, after the contact page for Freedom's Frontier staff).

If you have questions about the framework, or ideas to share with Larry, contact staff, or email Larry at pfautsch@embarqmail.com.
In Freedom’s Frontier National Heritage Area news, Fort Scott National Historic Site Historian **Bill Fischer** has been selected to serve as the Chief of Interpretation at Steamtown NHS in Scranton PA. Preliminary plans are for him to start there the week of Nov 13. Bill thanks “everyone for making FFNHA such a wonderful organization. Being part of the group and getting to know and collaborate with folks, especially the FFNHA staff, has been one of my greatest pleasures while at Fort Scott NHS.”

Bill will lead an MOMCC bus tour and participate in the conference session with Deb Barker. That is likely to be his last "official" duty here in Kansas.

Thank you, Bill for all your hard work for the heritage area! We will miss you! Best wishes in your new job!

**Janae Fuller**, with the Missouri Department of Natural Resources, at the Battle of Lexington State Historic Site, has retired.

Janae has been involved with Freedom’s Frontier National Heritage Area for a number of years, and will also be missed, though we wish her well in her retirement.

Thanks for all you’ve contributed to Freedom’s Frontier Janae!
Save the Date

**Tuesday, November 1** Deadline for Interpretive Grant consultation. Interpretive Grant applications due **Tuesday, November 15**. Ask [Liz Hobson](mailto:ehobson@freedomsfrontier.org) your Interpretive Grant questions.

**Wednesday, October 19** Board of Trustees Meeting, Carnegie Building, Lawrence, KS

**Thursday, November 10** Partner Meeting, Annual Luncheon, The Elms Hotel, Excelsior Springs, MO

Contact Us

**Elizabeth Hobson** [ehobson@freedomsfrontier.org](mailto:ehobson@freedomsfrontier.org)
Education & Interpretation Manager (785) 856-2333

**Julie McPike** [jmcpike@freedomsfrontier.org](mailto:jmcpike@freedomsfrontier.org)
Managing Director (785) 856-5283

**Adam Newhard** [anewhard@freedomsfrontier.org](mailto:anewhard@freedomsfrontier.org)
Partnership Coordinator (785) 856-3634

**Jim Ogle** [jogle@freedomsfrontier.org](mailto:jogle@freedomsfrontier.org)
Executive Director (785) 409-9943

**Doug Pickert** [dpickert@freedomsfrontier.org](mailto:dpickert@freedomsfrontier.org)
Signage Coordinator (913) 583-1370

**Sonia Smith** [ssmith@freedomsfrontier.org](mailto:ssmith@freedomsfrontier.org)
Marketing & Communications Manager (785) 856-5304

Partner Meeting
The “Lex,” Lexington, MO, Civic Center/Auditorium 09.08.2016
Initial Thoughts on a Marketing Plan

Partner Meeting

September 8, 2016
Lexington, MO
The nation’s struggle for freedom did not end with the Civil War. Though the war eliminated clashes over geography, efforts to break down society’s barriers continue. Since the Civil War, this place has inspired national policies and ongoing efforts to secure equal freedoms for all Americans.
Mission

- Freedom’s Frontier National Heritage Area is dedicated to building awareness of the struggles for freedom in western Missouri and eastern Kansas. These diverse, interwoven and nationally important stories grew from a unique physical and cultural landscape. FFNHA inspires respect for multiple perspectives and empowers residents to preserve and share these stories. We achieve our goals through interpretation, preservation, conservation and education for all residents and visitors.
2028 Vision (2008)

- Freedom's Frontier National Heritage Area is an internationally recognized region in western Missouri and eastern Kansas where a young nation's diverse definitions of freedom collided. Through sharing authentic and honestly interpreted stories, residents respect multiple views of freedom. Compelling learning experiences, interpretation, and preservation offer visitors and residents of all ages an understanding of the region's importance. Historically aware citizens collaborate to build diverse economies for current and future generations.
Key words from our Mission that should underpin our marketing strategy

- National significance
- Unique cultural & geographic landscape
- Continuing struggles for freedom
- Empower, interpret, preserve, conserve, educate
Goals

How would we grade ourselves on our 4 goals?

1. Build awareness of the struggles for freedom that took place within the boundaries of Freedom’s Frontier for current and future generations.

2. Enhance, sustain and preserve the unique cultural and historic assets within our nationally important physical and cultural landscapes that fostered these stories.

3. Inspire tolerance and respect for multiple perspectives.

4. Empower residents to preserve and share our nationally important authentic stories in an engaging way.
Initial observations

- Marketing has been difficult with leadership and staff changes in recent years, but we are now in a position to move forward.

- Good marketing work is being done in some important areas, but our efforts need to be more strategic and forward-looking. Think bigger.

- We lack a focal point for our story. Partner sites are widely dispersed, autonomously owned and operated, and have only begun to link their local stories to the broader Freedom's Frontier story (struggles for freedom).

- Our brand is not widely recognized, and we struggle with how to be relevant to non-historians and the general public.

- If we are “nationally significant,” should marketing be both regional and national?

- We don’t have a good understanding of our key audiences and affinity groups, which is essential to audience segmentation, target marketing and brand building.
Questions for discussion

- What are we marketing?
- What opportunities are we missing?
- How do we facilitate dialogue on “struggles for freedom” beyond the Border War?
- Can we have a voice or make an impact on current-day issues related to struggles for freedom? How?
- Can we better leverage our National Park Service affiliation?
- Can we manage a more strategic and robust marketing effort with current resources?
- Other questions?
Marketing Objectives

- Establish Freedom’s Frontier as the nation’s premier National Heritage Area
- Broaden public awareness of the region’s historical, cultural and political significance
- Create a stronger base of civic, cultural and corporate support
- Increase the relevance of Freedom’s Frontier to today’s generation and today’s issues.
- Provide marketing support for partner sites.
Foundational Strategies

- Identify, define and deepen our understanding of key audiences & affinity groups.
- Understand the marketing implications inherent in our Work Plan.
- Strengthen media relations and outreach in the key TV and radio markets of Kansas City, St. Joseph and Topeka.
- Inventory and evaluate current marketing materials and activities based on FFNHA’s longer-term vision and strategy (rather than ad hoc needs).
- Create a serious corporate sponsorship and underwriting program
Mid- and Longer-Term Strategies

- Create marketing sub-plans that address specific opportunities, such as:
  - A plan to leverage public interest in historical tourism
  - A media relations plan (including a possible news bureau)
  - A partner site marketing support plan

- Create one or more signature events that significantly raise the profile and relevance of Freedom’s Frontier.

- Evaluate budget, staff and resource needs and consider engaging a marketing or PR agency for specific activities.

- Consider a shift in marketing focus: Let the stories and issues lead us to the places, not vice-versa.
A few tactical ideas

- Create a signature national forum centered around Freedom’s Frontier and the Enduring Struggle for Freedom
- Use a unifying slogan to tie stories and sites together, such as “It Happened Here.”
- Create a token program – a token for each partner site and a “Collectors Club” program for those who visit the sites.
- Create a focal point visitors center in Kansas City
- Sponsor an antique car tour of Freedom’s Frontier
- Honor national historical figures as part of annual awards program with corporate sponsors and underwriters
- Create a Union Station exhibit in partnership with NPS, others
- Consider a Freedom’s Frontier magazine or newsletter