CRT IN THE NEWS 2019 MEDIA REVIEW

MEDIA HIGHLIGHTS FROM 2019

Community Renewal Team
Changing lives... Creating opportunity!
CRT in the News—2019 Summary

The Community Renewal Team (CRT) is the designated Community Action Agency for Middlesex and Hartford Counties and is the largest non-profit provider of human services in Connecticut. The agency’s mission is “Preparing Our Community to Meet Life’s Challenges.” This mission is achieved by helping people and families become self-sufficient while making sure basic needs are met. CRT’s programs include Early Care and Education, Meals on Wheels, energy assistance, supportive housing and shelters, and many others, serving people in more than 120 cities and towns throughout Connecticut.

To convey its messages, and promote its programs and services, CRT maintains ongoing relationships with reporters and editors at major newspapers, TV and radio stations around the state. Additionally, to further its reach, the agency actively uses social media (Facebook, Twitter, Instagram, LinkedIn and YouTube). (Pictured above: Tenesha Grant, Director of Women’s Services at CRT oversees our Women’s Empowerment Center. She was featured in the Connecticut Mirror this past summer.)

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Want to speak with CRT about a story or interview?
Contact Jason Black, Communications Director @ 860-230-4535 or via email: blackj@crtct.org.

On the cover: Fox 61 News surprised CRT’s Director of Nutrition with a bouquet of flowers. Details on page 12.
2019 Media Highlights

In 2019, CRT continued to have wonderful successes with local media in Hartford and statewide for a broad range of its programs and services, including:

- Two stories about CRT people and programs were highlighted in “Best of” Lists for 2019:
  - One was the feature about CRT’s Director of Women’s Services, Tenesha Grant, which first appeared in the Connecticut Mirror this past summer.
  - The other was about CRT’s Marcos Martinez, who works in our Nutrition Department and was profiled by CT Latino News (pictured below).

- A feature story about problem gambling among Southeast Asian Refugees ran multiple times on Connecticut Public Radio (WNPR), and was then shared via a national public radio collaborative called “Sharing America” and then also part of a separate broadcast on WNPR’s “Where We Live.”

- CRT’s work with the VITA service and free tax preparation on Tax Day was featured by multiple media outlets numerous times.

- The launch of CRT’s Women’s Empowerment Center was prominent news throughout the summer.

- The 18th Annual Meals on Wheels Golf Classic was featured on all four local TV networks.

- Hartford Magazine did a special feature in their September edition about "Hartford’s future: 2020 visions of the city in 2025, in 2030." They invited CRT’s CEO Lena Rodriguez to submit a statement.

- Our partnership with Access Health CT to bolster sign-ups for health insurance coverage received extensive media coverage during fall’s open enrollment period.

- In 2019 the agency made significant inroads with local Hispanic media, including: Univision, Telemundo, CT en Vivo and CT Latino News.

At right: CRT’s Marcos Martinez, chef in the Nutrition Department, was profiled in CT Latino News last summer. (Photo by Claudia Hilario for CTLN.)
Behavioral Health Services

Asian Family Services

A very comprehensive report about problem gambling among Southeast Asian Refugees was prepared by Vanessa de la Torre from Connecticut Public Radio (WNPR), which included details from her interview with members of CRT’s Asian Family Services team, and also with Mui Mui Hin-McCormick (pictured at left below), who is a member of CRT’s Board of Trustees.

*The Lure of Luck: How Gambling Can Turn Addictive For Southeast Asian Refugees*

http://www.wnpr.org/post/lure-luck-how-gambling-can-turn-addictive-southeast-asian-refugees

The above story was included in a special series called "Fixed Odds: Problem Gambling in America" which is a reporting project from Sharing America, a public radio collaborative that covers the intersection of race, identity and culture. *Those stories are shared among multiple public radio stations nationwide.*

As a result of this story airing, a subsequent feature for the talk show “Where We Live” that airs on CT Public Radio about this subject also ran in February. CRT’s Tuyen Long was a guest during that program.

*The Impact of Gambling Addiction on Southeast Asian Refugees*

http://www.wnpr.org/post/impact-gambling-addiction-southeast-asian-refugees

*Photo above by Ryan Caron King for CPR.*
Behavioral Health Services

CRT’s Medication Assisted Treatment (MAT) Program in the News

**CRT also helped to establish a first-of-its-kind Medication-Assisted Recovery Anonymous (MARA) group in Connecticut.**

MARA is a 12-step program that welcomes members who are using medication as a part of their recovery process. CRT agreed to host regular MARA meetings at its offices on Market Street in Hartford.

iHeart Media shared the first MARA meeting on their Community Access blog, which is displayed on all nine stations in their network in Connecticut.

Fox 61 had us on air the day before the first meeting of this group to talk about the program. Then, on the day of the meeting, both the Brad Davis Show on Talk of CT (1360 AM), and News Talk 1080 ran stories about the program, too. The latter aired the story four times that day.

In late September, the show "Real People with Stan Simpson" on Fox 61 did a show focusing on opioid addiction issues, and it mentioned CRT’s involvement as the host location for the MARA group in CT.

**Fox 61:** [https://youtu.be/8EAk9uRRFLs](https://youtu.be/8EAk9uRRFLs)

**iHeart Media:** [https://theriver1059.iheart.com/calendar/event/5d5443e46eb1fd12e0c0ea81/](https://theriver1059.iheart.com/calendar/event/5d5443e46eb1fd12e0c0ea81/)


It is worth noting that on the Brad Davis Show (lower picture at right), the interview lasted about 15 minutes, and covered not just the MARA group meeting, but was an opportunity to talk about many of CRT’s other programs and services, too.
Behavioral Health Services

**CRT Partners with Access Health CT, Offers Navigator Program**

*CRT is a partner with Access Health CT in outreach efforts to ensure people get enrolled with health insurance coverage here in Connecticut.*

The work of Access Health CT – and our role as a partner – was featured in multiple publications in October and November, including: the Connecticut Mirror, CT News Junkie, the Tribuna Newspaper which appears in English, Spanish and Portuguese; and CT en Vivo covered the activity on their website.

Additionally, there was a lot of activity on social media to help reinforce the messages tied to signing up for health insurance coverage during the open enrollment period.


**CT Mirror:** [https://ctmirror.org/2019/11/01/open-enrollment-begins-today-heres-what-you-need-to-know/](https://ctmirror.org/2019/11/01/open-enrollment-begins-today-heres-what-you-need-to-know/)

**CT News Junkie:** [https://www.ctnewsjunkie.com/archives/entry/20191104_access_health_ct_focuses_on_the_uninsured/](https://www.ctnewsjunkie.com/archives/entry/20191104_access_health_ct_focuses_on_the_uninsured/)

**CT en Vivo:** [https://www.ctenvivo.com/access-health-ct-hoy-1-noviembre-comienzan-las-inscripciones/](https://www.ctenvivo.com/access-health-ct-hoy-1-noviembre-comienzan-las-inscripciones/)

**Pictured above:** James Michel, CEO of Access Health CT, did a media tour about open enrollment at the beginning of November. The first stop on that tour was CRT's multi-service center on Market Street in Hartford.

*Find more CRT stories on our YouTube channel:* [https://www.youtube.com/user/CommunityRenewalTeam/](https://www.youtube.com/user/CommunityRenewalTeam/)
Community Services

Roundtable with Senator Chris Murphy to discuss Puerto Rico Recovery Efforts

U.S. Senator Chris Murphy held a roundtable at CRT’s offices in Hartford in mid-September to discuss Puerto Rico’s recovery efforts almost two years after Hurricane Maria. There was a full house for the meeting, held in CRT’s Women’s Empowerment Center on Market Street in Hartford, and the event was covered by both The Hartford Courant and Telemundo.

Hartford Courant:
Murphy blasts Trump for delay in disaster relief funds for Puerto Rico

Telemundo: https://www.telemundonuevainglaterra.com/noticias/local/Senador-comparte-necesidades-de-Puerto-Rico-tras-visita_TLMD---Boston-560511582.html

Foreclosure Mediation in the News

In mid-March there was a story by a business writer at the Courant about possible changes to the state’s Foreclosure Mediation program. But that initial story did not provide any insights about how this might affect homeowners. We contacted the reporter to suggest that he chat with us and get perspective about what could happen. He spoke with CRT’s Director of Community Service, Elizabeth Horton Sheff, at length, and a second story ran later in the week.

In the Courant:
As state lawmakers consider extending foreclosure mediation, communities still see need for program
Early Care and Education

CRT’s Early Care and Education program continued to go through some big changes, including program reductions from the City of Hartford to its School Readiness program in the summer months. The team continued to do great work on behalf of the children and families we serve in Hartford.

CRT Enrollment Drive to bring more children into its classrooms

CRT’s Early Care and Education program continued to push for additional enrollment in its classrooms at its facilities in Hartford. To bolster those numbers, we arranged for both traditional media outreach and a paid advertising campaign.

Among the earned media, our ECE Director, Leslie Paguada (pictured at right), was interviewed by Renee DiNino from iHeartRadio for her weekly Community Access program, which is heard on all nine iHeart stations in the Greater Hartford area. The interview was posted online, and played on air in early February.

Univision and Telemundo did stories about enrollment, and our efforts to recruit additional teaching staff. NBC CT shared a quick report about a job fair we hosted for teaching professionals in early February. This event was also shared via Facebook live by the team at CT en Vivo.

News coverage about classroom enrollment and recruiting teaching staff:

Univision: https://youtu.be/Mx1OHdcbQvc

And, on their website: https://noticiasya.com/hartford-springfield/2019/02/05/cupos-disponibles-en-los-preescolares-de-crt/

Telemundo: https://youtu.be/2icZ4G_A_CM


NBC CT: https://youtu.be/dJwS-y0mw-c
Early Care and Education

‘Foster Grandmas’ Bring Love to CRT Classrooms

Many of CRT’s preschool classrooms benefit from a “Foster Grandma” or “Abuela” from Nutmeg Big Brothers Big Sisters who support the work of teachers in the classroom, and provide nurturing for the children.

In February and March, both NBC CT and ABC News 8, along with Susan Campbell for the Hartford Courant, covered our work with Nutmeg BBBS and the “Foster Grandmas” that support our preschool classrooms, resulting in some amazing stories.

NBC CT: https://youtu.be/1rE3pCApio

ABC News 8: https://youtu.be/XO5w9NAw4hE

Hartford Courant (Sunday edition – in print and online):
Susan Campbell: What if it all comes down to the grandparents?

CRT’s School Readiness Program—and program reductions from the City of Hartford

In July, when CRT announced to teachers and parents the decision to close our facility at Grace Street in Hartford, as a result of cuts to the School Readiness Program made by the City of Hartford, word quickly got out to local media. The night of the first of two parent meetings, there was coverage on NBC CT, WFSB Channel 3, and Fox 61. The next day there was interest from the Hartford Courant, and continuing coverage from local media through Friday of that week.

The following week we had the opportunity to submit an Op-Ed by CRT’s CEO Lena Rodriguez to CT Latino News, an online publication, where we had the chance to talk about our position relative to preschool programming, and to begin to reframe the conversation. That essay is here:

East Hartford Family Shelter

Summer “Diaper Drive” for Shelter Residents
This summer, the Jewish Federation of Greater Hartford organized a diaper drive to benefit the families staying at the East Hartford Family Shelter.

This news was shared by both iHeart Media on the websites for all nine of their local stations, and also by Joan Dylan on her blog for LITE 100.5 FM (she also talked about it on-air). The results—shown below—speak for themselves!


LITE FM: https://wrch.radio.com/blogs/joan-dylan/community-renewal-team-these-babies-need-your-help
Elderly Nutrition Program

CRT’s Elderly Nutrition Program had multiple news stories throughout the year, promoting both Meals on Wheels, the community cafes, and the work of our volunteers in the community.

Profile of Long-Time CRT Volunteer Frank Greco
There was a wonderful story in late February by Garett Allison from NBC Connecticut for a special feature they call “In Their Shoes.” Frank Greco (pictured in the service window at right above), who is 94-years old, and a WWII veteran helps to serve the lunches at the community café hosted by CRT at the Middletown Senior Center. He often volunteers 15 – 20 hours per week.

NBC CT – “In Their Shoes”:
https://www.nbctv.com/on-air/as-seen-on/In-Their-Shoes -94-Year-Old-Veteran-Serves-Seniors_Hartford-506464792.html

Meals on Wheels Fills in East of the River
In early February, there was news that a Meals on Wheels provider east of the river had decided to discontinue their service. CRT was able to accept some of those clients into its delivery program. The story was picked up by the Journal Inquirer:

Nonprofit steps in to keep meal deliveries
Elderly Nutrition Program

An unexpected surprise from Fox 61

In late March we were contacted by Keith McGilvery, one of the morning anchors on Fox 61. He was looking to give away a massive bouquet of flowers on air, as a surprise, to a deserving individual.

We suggested Gariann Chiarella (at left, above), Director of CRT’s Nutrition Department, for her work overseeing Meals on Wheels. Long story short: They loved this idea. So, Fox 61 sent a team over to get video of our operations in action, and then they surprised Gariann on air with the flowers – she had no idea it was coming! It was also a chance to share our “Buy a Wheel” promotion happening with PriceRite stores. A summary of the story aired again that night, and Fox 61 had it all over their social media channels, too.

Surprise flowers from Fox 61: https://youtu.be/omtplQWDIkl

More stories available on CRT’s YouTube channel: https://www.youtube.com/user/CommunityRenewalTeam/
Elderly Nutrition Program

Meals on Wheels in the News Throughout the Year

*Interest in CRT’s work as the provider of Meals on Wheels for all of Central Connecticut continued to be an important news story. It is important to note that in the examples below, the news outlets contacted CRT to initiate these stories—we did not actively solicit this coverage.*

**Meals on Wheels featured on NBC Connecticut**

During the heat wave that gripped most of Connecticut in late July, we were contacted by NBC Connecticut, looking to do a story about how we help home-bound seniors, working to make sure our clients are safe in their homes. The fact that they contacted us is important, as it continues to demonstrate that local media outlets know they can turn to CRT as a reliable source for good stories to share with their audience. As they described it in the story, *CRT is “delivering much more than food” to the people we serve.*

**NBC CT:** [https://youtu.be/uFs9uapUldo](https://youtu.be/uFs9uapUldo)

**CRT Featured on ’Senior Living’ Show with Dr. Martha McLeod**

Also during the summer, CRT’s Nutrition Program Manager Gladys Rivera sat down with Dr. Martha McLeod (*former President of Asnuntuck Community College*) host of the half-hour "Senior Living" show produced by the Enfield Commission on Aging, to discuss our elderly nutrition program, and specifically the efforts of our Meals on Wheels program that provides hot, nutritious meals to home-bound seniors in cities and towns throughout Central Connecticut, including Enfield. The show ran on COX Connecticut Public Access Channel 15. The station serves the towns of Enfield, East Granby, East Windsor, Granby, Hartland, Somers, Suffield, Union, Stafford Springs, & Windsor Locks.

**Senior Living with Dr. Martha McLeod:** [http://184.177.41.241/CablecastPublicSite/show/3177?channel=1](http://184.177.41.241/CablecastPublicSite/show/3177?channel=1)

**WNPR Highlights Meals on Wheels Following December Storms**

Significant snow storms in mid-December required CRT to scale back its Meals on Wheels deliveries for one day. But this severe weather provided an opportunity for CRT’s Director of Nutrition Gariann Chiarella to speak with Connecticut Public Radio about our efforts to ensure meal deliveries take place, whatever the weather! (She was actually out in one of our trucks helping to deliver meals when she did the interview by phone.) The story aired twice in two days (Dec. 17 and 18).

**WNPR/Connecticut Public Radio:** [https://soundcloud.com/user-547491855/crts-meals-on-wheels-delivers-to-home-bound-seniors-even-after-snow-storms](https://soundcloud.com/user-547491855/crts-meals-on-wheels-delivers-to-home-bound-seniors-even-after-snow-storms)
Elderly Nutrition Program

18th Annual Meals on Wheels Golf Classic
This annual event on September 18 was featured by all four local TV networks this year!

There were two interviews the weekend before the tournament (CBS and Fox 61); one the day before (NBC CT); and one the day after, recapping the fundraising results of the event (ABC News 8). We had people sign up for the event as a result of seeing it on TV the weekend before.

CBS: [https://youtu.be/Pi2PfVNZYtM](https://youtu.be/Pi2PfVNZYtM)

Fox 61: [https://youtu.be/5q_om2uTShc](https://youtu.be/5q_om2uTShc)

NBC CT – CT Live: [https://youtu.be/2rK-8fiiTI](https://youtu.be/2rK-8fiiTI)


Related to this event, but posted online in late August, was our interview with the “Experience We-Ha” podcast. This extended interview covered many of CRT’s programs and services, and featured ways for people to get involved with the golf event.

Experience We-Ha podcast: [https://we-ha.com/experience-weha-podcast-crt/](https://we-ha.com/experience-weha-podcast-crt/)

National Neighborhood Day celebration in West Hartford

Inspired by a children’s book, a West Hartford elementary school hosted an event in mid-September to teach students about being good neighbors. Gladys Rivera, program manager for CRT’s Meals on Wheels, was one of the guest readers that day. As a service project, first-graders at Wolcott Elementary School created handmade cards to accompany the Thanksgiving meals that CRT’s Meals on Wheels program delivered in November. This event was covered by The Hartford Courant, and on We-Ha.com.


We-Ha.com: [https://we-ha.com/national-neighborhood-day-comes-to-life-at-west-hartfords-wolcott-elementary-school/](https://we-ha.com/national-neighborhood-day-comes-to-life-at-west-hartfords-wolcott-elementary-school/)
Energy Assistance Program

In September we did a big marketing push to drive awareness for the CT Energy Assistance program. This included both a paid advertising campaign as well as earned-media with radio and online news sources.

The earned media placements on radio and online included: Talk of CT, Bomba, WRCH Lite 100.5 FM, WTIC 96.5 FM, and CT Latino News.

The paid campaign included:

- Three different radio stations: Hot 93.7 FM, Bomba Radio (Spanish) and Talk of CT.
- Print ads in: The Hartford News, Northend Agents, Identidad Latina (Spanish), The Valley Press and West Hartford Press, the Journal Inquirer, Rare Reminder and the Middletown Press.
- An electronic billboard on I-84 just outside of Hartford – visible from both East- and West-bound traffic, using a service called Blip. The billboard was shown 13,240 times between Sept. 16 - 30; and the average cost per Blip was $0.071. Total impressions for the campaign = 95,859.
- A Facebook ad ran for a little more than 2 weeks, which had a “high relevance score.” (Screenshot at right.)

Links to earned media placements for the Energy Assistance program include:

Talk of Connecticut: https://soundcloud.com/user-547491855/nowsign-up-for-energy-assistance-thru-crt-talk-of-ct


WRCH, Lite 100.5 FM: https://wrch.radio.com/blogs/Joan-Dylan/community-renewal-team-keeping-you-fueled-4-winter

It is also worth noting that stories about the Energy Assistance program aired on NBC Connecticut four times during the Columbus Day weekend.
Feed the Children 2019

CRT partners with Feed the Children and Price Rite Marketplace – “Helping Feed Hartford”

Although this year’s Feed the Children event was held earlier in the year than in recent years, it was once again a tremendous success, providing a week’s worth of food and essentials to more than 800 families from throughout the Greater Hartford area. This marked the 9th year in a row for this event.

We secured multiple media mentions that day. Three of the four local TV stations (ABC, NBC and Fox 61) mentioned the event multiple times that morning (9 in total) – and both NBC and Fox 61 had reporters at the distribution site (the Price Rite Marketplace in West Hartford) all morning long. Additional coverage came from We-Ha.com, the CABHN newsletter, and from the Hartford News which ran a summary story the following week. (Pictured above: Aisha Mbowe from Fox 61.)

NBC CT News: https://youtu.be/Bwkk22LHZzk
Fox 61: https://youtu.be/AZBbFbIvWIM
Feed the Children 2019

CRT partners with Feed the Children and Price Rite Marketplace – Continued

Over the summer Hartford Magazine ran a half-page photo spread about the 9th annual event we coordinated with Feed the Children and Price Rite Marketplace. Dozens of volunteers helped make the day a huge success for all of the families benefitting from this program.

Helping Feed Hartford

Scores of volunteers pitched in when the Community Renewal Team, Feed the Children, Price Rite Marketplace and Kraft once again were “Helping Feed Hartford.” It was the ninth annual distribution of a week’s worth of food and essentials to more than 600 families in Greater Hartford, including nearly 500 families in Hartford. • Among those involved were from left, Lena Rodriguez, CEO of CRT; state Rep. Tammy Exum; West Hartford Schools Superintendent Thomas Moore; West Hartford Mayor Shari Cantor; state Rep. Jillian Gilchrest; and Jim Dorey, president of Price Rite Marketplace. • Dana Keller, center, brought a group of friends with her to celebrate her birthday by volunteering that day.

Finally, in June, the West Hartford News also featured our work with Price Rite and Feed the Children, sharing a group photo from the event:


News reports on CRT’s YouTube channel:
https://www.youtube.com/user/CommunityRenewalTeam/
CRT Generations

Unique Program for Grandparents with Legal Custody of Their Grandchildren

CRT Generations was one of two CRT programs featured in the public affairs show “Closer Look” that airs weekly on K-LOVE radio.

In early January we had a visit from Peter Kratz with K-LOVE Radio (106.9 FM in Hartford), who recorded two 30 minute interviews for their public affairs show “Closer Look” that airs locally on Sunday nights. He spoke with Yolanda Ortiz (pictured at left), then-program manager for CRT Generations; and he also interviewed Theresa Strong, program manager for CRT’s RSVP (see page 23). The interview about Generations first aired on Jan. 27, and then aired two more times later that spring.

CRT Generations Program Featured on NBC CT

Now former NBC CT reporter Isa Gutierrez (center in picture at left) did a lengthy feature report that highlighted the Generations program, and one of the families living at the campus in Hartford. This reporting was tied in to the opioid epidemic that is affecting so many families around the country.

From Grandparents to Guardians: Opioid Crisis Leaves More Grandparents Raising Grandchildren

Housing and Homelessness

CRT worked with other local organizations, including Journey Home, to help coordinate the annual Point In Time (PIT) count of the homeless from the Greater Hartford area.

In January 2019, CRT’s Zoe Schwartz served as the coordinator for the annual Point in Time (PIT) Count, or homeless census, for the Greater Hartford area, which was held on Wed., January 23. In anticipation of this outreach, CRT put out a call for volunteers, which was picked up by local media, including The Talk of CT (with Brad Davis) and Connecticut Public Radio (WNPR). A separate story that mentioned the PIT Count in relation to homeless deaths in Hartford last year ran in the Hartford Courant.

Sample of news reports:


Talk of CT: https://soundcloud.com/user-547491855/volunteers-needed-to-complete-one-day-census-of-homeless-population-in-ct

Hartford Courant: Greater Hartford saw uptick in homeless deaths last year

News reports are on CRT’s YouTube channel:
https://www.youtube.com/user/CommunityRenewalTeam/
Housing and Homelessness

Severe cold during the month of January resulted in other stories about homelessness in the Greater Hartford area which also featured the work of CRT and our services for the homeless.

Various media outlets reached out to CRT for suggestions about how to cover the severe cold in our region during the month of January, and in particular its impact on the homeless population. There was good coverage by Connecticut Public Radio (WNPR) on this topic, which included an interview with Jose Vega, Manager of CRT’s McKinney Shelter. The story aired multiple times on air, was featured on their website and in their email newsletter.


Above: “It’s cold, you’re lonely, [and] you feel like there’s nobody out there for you,” said Andrew Carringtion, who slept outside once when it was nine degrees. "It's despair." (Photo by Frankie Graziano for Connecticut Public Radio.)

“At the end of the day, if we don’t have hope and we don’t hold onto hope, what do we have to look forward to?” said Eddie Muniz (pictured at right) in mid-April in Hartford. Muniz, who was living at CRT’s McKinney Men’s Shelter in Hartford since January, urged lawmakers at the state Capitol to invest in affordable housing for the homeless and other low-income individuals living in Connecticut.

Hartford Courant: http://bit.ly/2DuKIy1

A story in early January about food rescue efforts taking place in West Hartford mentioned CRT’s McKinney Shelter as one of the beneficiaries of this work.

Food Rescue U.S. Comes to West Hartford: https://we-ha.com/food-rescue-u-s-comes-to-west-hartford/
In late January we did a push for submissions for the 2019 National Arts Program. CRT has managed this program featuring the work of both professional and amateur artists – young and old – from Central Connecticut for the past 28 years! The story was shared by Joan Dylan from 100.5 LITE FM both on-air and on her blog, it was featured by The Hartford Courant (as shown above), both in print and online, and was mentioned twice on air by Fox 61.

Additionally, on-air personality Joan Dylan served as the Emcee for the 2019 awards ceremony, and she mentioned the event multiple times to her listeners.

News coverage included:


Fox 61: [https://youtu.be/uXndzAFxRVs](https://youtu.be/uXndzAFxRVs)

News report on CRT’s YouTube channel: [https://www.youtube.com/user/CommunityRenewalTeam/](https://www.youtube.com/user/CommunityRenewalTeam/)
RSVP—and Volunteering with CRT

CRT’s RSVP Medical Transportation Program Featured

We’re lucky to have dedicated volunteers like Mark Pepe (at right), who gives his time helping other seniors in need with CRT's RSVP Medical Transportation Program.

“I want to stress how important it is that people volunteer,” said Pepe. “Many people look at retirement as a time for themselves after working all their lives but it’s also a time to give back to others if you can in some small way.”


RSVP Featured Multiple Times on K-LOVE Radio

In early January we had a visit from Peter Kratz with K-LOVE Radio (106.9 FM in Hartford), who recorded two 30 minute interviews for their public affairs show “Closer Look” that airs locally on Sunday nights. He spoke with Theresa Strong, program manager for CRT’s RSVP and also Yolanda Ortiz, then Program Manager for CRT Generations (see Page 23).

The interview about RSVP first aired on February 3, and then aired two more times later that spring.
RSVP—and Volunteering with CRT

Video about CRT's RSVP Program Tackling Elder Fraud Launched

The Corporation for National and Community Service (CNCS) and Senior Corps highlighted the efforts of CRT's RSVP volunteers like Jim Probolus (at right above) who works as a volunteer in the Connecticut Office of Attorney General William Tong to tackle "Elder Fraud" and help resolve scams against the elderly.

This video was first shown at a national conference in Washington, D.C. in early May, and was then posted to the CNCS YouTube channel: 

https://youtu.be/Vs05j6A-P78
Summer Food Program for Children

*CRT’s annual Summer Food Program providing free breakfast and lunches to children ages 18 and under in cities and towns throughout our region was picked up by multiple news sources.*

The annual Summer Food program that provides hundreds of meals each day to children during the summer months when school is not in session had good coverage this year, including reporting from: WFSB News Channel 3 (CBS), WRCH LITE 100.5 FM, a pre-recorded interview with Gina J. from 96.5 TIC FM for her weekly public affairs program; and CT Latino News did two different stories. The second story by CT Latino News made their list as one of the “Top 12” stories of the year for 2019.

**CBS:** [https://youtu.be/d8j08MPLKPM](https://youtu.be/d8j08MPLKPM)


**Two Stories in CT Latino News:**

**Free summer meals for school-age children**

**CRT’s Marcos Martinez is serving healthy meals with a side of Latino culture**
Summer Youth Employment

Once again, CRT’s Summer Youth Employment Program was fortunate to have nearly 200 young adults (ages 15–21) sign up to participate in the five-week summer program with a Hartford-based employer.

Recruiting Local Business Support

We solicited local media to help get the word out about this program, and specifically the need for business participation.

One story before the program began aired on Fox 61 in early May (pictured at right: Margaux Farrell from Fox 61 along with CRT’s then Program Manager Cynthia Baisden), as well as a good feature in the Hartford Business Journal. The latter was picked up by the CAFCA Connections newsletter, too. Additionally, the Metro Hartford Alliance ran a story about this program, too (this last item was a nice surprise – they had not run our materials during the past two years, at least).

On June 5, the team at CT en Vivo had us in the studio to talk about the program during their live broadcast that runs on their website and Facebook page.

Summer Youth Employment on Fox 61: https://youtu.be/DGkJQgjPCRg


Metro Hartford Alliance: http://bit.ly/2tZdk0I

CT en Vivo: https://www.facebook.com/ctenvivo/videos/296373411267315/

Summer Youth Employment stories on CRT’s YouTube channel: https://www.youtube.com/user/CommunityRenewalTeam/
Summer Youth Employment

CRT’s Summer Youth Employment Program proved to be a good story for area media—both at the beginning of the summer, and at the end of the program.

Student ‘Job Fair’ Covered by Local Media

There was great coverage about this annual student employment program. There were four separate news reports about the “Job Fair” for the students so they could meet with prospective employers for the summer. We had coverage from all major media formats—print, TV, radio and online.

(At right: Reporter from CT Public Radio interviews Yalines Herrera about participating in the Summer Youth Employment Program.)

Job Fair reporting:

Fox 61: https://youtu.be/mZRBS_RLidc


WNPR/CT Public Radio: https://www.wnpr.org/post/hartford-youth-get-summer-internships-through-community-supported-program

CT Latino News: https://ctlatinonews.com/crt-hosts-summer-youth-employment-program/

End of Summer Wrap-Up Story on Fox 61

At the end of the program, there was a great wrap-up story at the Fox 61 studios with a live interview that included one of our students who shared her experience and what it meant to her. That interview was nearly five minutes long!

Fox 61: https://youtu.be/mZRBS_RLidc
CRT’s 10th Annual Tee Off with Women Golf Tournament

This annual event and fundraiser was featured the weekend before the tournament on both Fox 61 and WFSB News Channel 3 (CBS). For the latter news station, this was the third year in a row that we have been featured on air about this event.

Above: CRT’s Director of Women’s Services, Tenesha Grant at right, is interviewed by Eva Zymaris from Channel 3.

WFSB News Channel 3: https://youtu.be/0HAxCqBRZ6c

Find More Stories on CRT’s YouTube channel: https://www.youtube.com/user/CommunityRenewalTeam/
Originally, Fox 61 planned to broadcast live from CRT’s assisted-living facility The Retreat during the morning of the annual summer carnival for residents and guests. When that fell through due to scheduling conflicts, we arranged to send a written summary and photos from the event. The next morning they ran a quick story for viewers using the materials we shared.

Fox 61: https://youtu.be/BjArbaEmoEg

It is worth noting: We were on Fox 61 twice that same morning, with a second story that ran later that morning – a lengthy, in-studio interview about the wrap-up of our Summer Youth Employment Program. Details in the Summer Youth Employment section on Page 29.
VITA Tax Preparation Services

Tax Day is an annual event that continues to spark media interest, and this year was no exception. On that day, CRT’s free tax preparation services with VITA open the doors to all who need help filing their federal and state tax returns — first come, first served — and it is always crowded!

The story aired the day before on both NBC CT and on Fox 61 (3X); and then on Tax Day, the story aired 21 times between three of the local TV stations and on WTIC News Talk radio. The latter pre-recorded an interview with us on the Friday before, and then aired the story multiple times during the day.

_Pictured above: CRT’s Eileen Feliciano was interviewed by Fox 61 on Tax Day._

*Stories on CRT’s YouTube channel:*

https://www.youtube.com/user/CommunityRenewalTeam/
Women’s Empowerment Center

Captain Marvel Premiere Raises Funds for New Center in Hartford

In anticipation of CRT’s special advance screening of the “Captain Marvel” movie as a fundraiser for CRT’s Women’s Empowerment Center, the event was shared online by both iHeartMedia and Entercom stations, and it was also featured in the Hartford Courant. The movie was shown first for this fundraiser on March 7—the night before the release to the general public.

iHeartMedia: https://theriver1059.iheart.com/calendar/event/5c74384c3e33da9b2782298e/

Entercom: https://wrch.radio.com/blogs/joan-dylan/tap-your-inner-superhero

Hartford Courant: Spotlight hosting benefit sneak peek of ’Captain Marvel’

Media coverage following the event was positive. The event was highlighted by both Fox 61 and in an extensive photo gallery in the Hartford Courant online.

Fox 61 story: https://youtu.be/m0aNXBIJqww

Hartford Courant gallery: CRT MARVELous Event
https://www.courant.com/photos/crt-marvelous-event-20190308-t2u2fvqvmfgztcewasnyelyiq-photogallery.html
Women’s Empowerment Center

Captain Marvel Premiere, continued

Additional coverage for the “Captain Marvel” fundraiser appeared after the event in Hartford Magazine, in a half-page spread in the “People” section of the May 2019 edition.

The feature spread of photos from our “Captain Marvel” fundraiser ran in the May edition of Hartford Magazine, which came out in late April. This edition happens to include all of their “Best of” winners for the year, so it is a significant edition for the year that is well read/circulated. The feature about our event appeared in the “People” section on page 11. The photos used in the magazine highlight pictures that first appeared in a photo gallery for the Hartford Courant’s website that ran following our event.

In late May, Connecticut Magazine also featured a great photo (that CRT supplied) from our Captain Marvel fundraiser to benefit the Women’s Empowerment Center.

Women’s Empowerment Center

New Director of Women’s Services profiled

In 2019, Tenesha Grant was chosen to be CRT’s Director of Women’s Services. In her new role, Tenesha oversees the work of the Women’s Empowerment Center.

In the April 8 edition of the Hartford Business Journal, CRT’s Director of Women’s Services, Tenesha Grant was featured in their “Newsmakers” profile, which appears on the top of page 3 of the paper each edition—it was the first thing you saw when you opened the paper!

The story about Tenesha also appears on their website and ran in their newsletter and social media.

HBJ Newsmakers feature: http://www.hartfordbusiness.com/article/20190408/PRINTEDITION/304049958
CRT in the News — 2019 Highlights

Women’s Empowerment Center

Ribbon-Cutting Ceremony for Grand Opening of New Center

CRT held a Ribbon-Cutting Ceremony on July 11 for the new Women’s Empowerment Center in our multi-service center on Market Street, and this event received extensive media coverage.

The event was standing-room only and included participation from both Lt. Governor Susan Bysiewicz and State Treasurer Shawn Wooden. Media coverage included: Fox 61, NBC CT, Univision, The CT Mirror (this news outlet typically does not cover events such as this!), CT Latino News, the Virtual CAP RoundUp, and the CAFCA Newsletter.

Fox 61: https://youtu.be/s0u9341iM5E

NBC CT: https://youtu.be/-_sldrWLjoU


CT Latino News: https://ctlatinonews.com/empowerment-center-seeks-to-help-women/

Women’s Empowerment Center

Coverage about the new Center and its Director continued throughout the summer

The Grand Opening of CRT’s Women’s Empowerment Center resulted in further media coverage long after the event had ended.

In advance of the Ribbon-Cutting event, there was publicity from Renee DiNino and the nine iHeart Media local radio stations, as well as a one-on-one interview that our Director of Women's Services, Tenesha Grant did with Nancy Barrow from Hot 93.7 FM for her weekly public affairs program, “The Beat of CT” (nearly 30 minute show).

iHeart Media: [https://theriver1059.iheart.com/calendar/event/5d23521108e623ad112c08fd/](https://theriver1059.iheart.com/calendar/event/5d23521108e623ad112c08fd/)

Hot 93.7 FM – the Beat of CT: [https://hot937.radio.com/shows/beat-ct](https://hot937.radio.com/shows/beat-ct)

This event also resulted in a lengthy one-on-one radio interview for Tenesha Grant with Aaron Kupec at WTIC News/Talk 1080 for their weekly public affairs program “Face CT” about the launch of the Women's Empowerment Center in Hartford and the range of services it provides.

Face CT interview (July 21): [https://wtic.radio.com/media/audio-channel/face-ct-72119](https://wtic.radio.com/media/audio-channel/face-ct-72119)

And following on their coverage at the launch of the Center, The Connecticut Mirror did a wonderful profile about Tenesha Grant, where they had a candid conversation about her personal life and how she takes her own experience and applies that to the work she does today with our Women’s Empowerment Center.


The above article from The Connecticut Mirror was then picked up and featured by other media sources, including the WNPR/Connecticut Public Radio’s newsletter; the Virtual CAP RoundUp; and in the newsletter from the CT Alliance for Basic Human Needs (CABHN).


A backpack drive in August coordinated by CRT volunteer Neysa Airas in collaboration with Division West Bistro and Bar in West Hartford to benefit the children of mothers that use CRT’s Women’s Empowerment Center was highlighted by the website We-Ha.com: [https://we-ha.com/west-hartford-business-buzz-august-19-2019/](https://we-ha.com/west-hartford-business-buzz-august-19-2019/)
In late August, an interview that CRT’s Director of Women’s Services, Tenesha Grant did with the Metro Hartford Alliance for their Innovation Destination Hartford website was published. And then at the beginning of September, Grant (at right, above) appeared on NBC Connecticut’s CT Live (their “lifestyle” show that is shot live at the Westfarms Mall), to share the latest work about the new Center in Hartford, highlighting both the services we provide and how people can get involved as volunteers with the Center.


NBC Connecticut’s CT Live: https://youtu.be/XGMkdX89H1k
Overview coverage about CRT

Throughout the year, CRT was able to secure media coverage for the agency as a whole, highlighting its programs and services helping people in Central Connecticut. Examples are below.

Connecticut Nonprofit Grant Program – CRT receives sizeable award

At the beginning of the year, CRT was mentioned among the many recipients of the state's Nonprofit Grant Program, which was announced by now-former Governor Dannel Malloy. The news was covered by the Hartford Business Journal:

Hartford nonprofits, others splitting $31M in CT grants
http://www.hartfordbusiness.com/article/20190104/NEWS01/190109949

The “Beat of CT” on HOT 93.7 FM interview about CRT’s programs and services

CRT’s Jason Black (at right) was interviewed by morning DJ Nancy Barrow from HOT 93.7 FM for her weekly public affairs program called “Beat of CT.” This program aired the first Sunday in March. The nearly 30-minute interview covered all things CRT, and there was a lot of time devoted to promoting our “Captain Marvel” event in support of CRT’s Women’s Empowerment Center.


Joan Dylan, Host at WRCH Lite 100.5 FM creates PSA about CRT

Last summer Joan Dylan, day-time host on WRCH Lite 100.5 FM in Hartford recorded a wonderful PSA to help promote CRT on their Radio.com streaming channel. You can listen to it on CRT’s SoundCloud page.

PSA for CRT: https://soundcloud.com/user-547491855/joan-dylan-host-at-wrch-lite-1005-fm-shares-psa-about-crt
Overview coverage about CRT

CRT featured in “Spotlite” with Mary Scanlon on Lite 100.5 FM

This interview that CRT’s Jason Black did with Mary Scanlon for her community affairs program on WRCH Lite 100.5 FM was a replay of an interview recorded late in 2018. They had room in their schedule to air it again – and the content was sufficiently “evergreen” – so it made sense for them to replay it in May of 2019.

CRT’s Lena Rodriguez featured on Comcast Newsmakers

The agency was invited by local Comcast stations to be a part of a feature that they call “Newsmakers” where they sit down and interview local business leaders and people who are making a difference in our community. CRT’s President and CEO Lena Rodriguez (at right) taped the interview early in the summer, and it is now on the Comcast website. It is a great overview about the services that CRT provides.

Comcast Newsmakers:  
https://comcastnewsmakers.com/Videos/2019/7/12/Meeting-Basic-Needs-CT?autoPlay

CRT Provides Perspective for Hartford Magazine Look at the Future of Capital City

Hartford Magazine did a special feature for their September edition examining "Hartford’s future: 2020 visions of the city in 2025, in 2030." They invited CRT’s CEO Lena Rodriguez to submit a statement for this feature, and what to expect in the next 10 years. Her comments, along with those of other local leaders were featured both in print and online.

Overview coverage about CRT

2019 Birdies for Charity with the Travelers Championship

CRT was among the local charities benefiting from the 2019 “Birdies for Charity” fundraiser coordinated through the Travelers Championship. This is an annual fundraiser, and CRT has been involved for the past few years. In support of that effort, we were invited to do an interview with Renee DiNino from iHeart Media which aired on their Community Access show on all nine of their local stations.

Pictured (left to right): Renee DiNino of iHeartRadio, Jason Black from CRT, and Taylor Whiting, Volunteer Coordinator for Travelers Championship.


CRT People Profiled During Hispanic Heritage Month

CRT’s President and CEO Lena Rodriguez was featured by the MetroHartford Alliance in early October for her contributions to organizing the CT Latinas Golf Team where she is an active member.


Additionally, the online publication CT en Vivo did a wonderful feature about CRT’s Jose Vega as a part of their coverage for Hispanic Heritage Month. The profile can be viewed on Facebook.

CT en Vivo: Jose Carlos Vega Figueroa - Ícono Latino - Mes de la Herencia Hispana https://www.facebook.com/watch/?v=670110323511704

CRT Promoted on Local “Family Radio” Affiliate

A public affairs interview that Jason Black did with "Family Radio" on WCTF 1170 AM aired twice in June (on the 1st and 15th) - three times each day - as a part of their community programming. This is a national station with local affiliates: https://www.familyradio.org/
Overview coverage about CRT

CRT Promotes “12 Ways of Giving” to Support Charitable Gifts During the Holidays

During the holidays, we realized that there are many ways for people and businesses to support the work of CRT and the individuals and families that we serve throughout Central Connecticut. Examples include:

- The Target Circle Program;
- The 13th Annual Burlington Coat Drive;
- Buying re-usable shopping bags from Stop and Shop or Big Y in support of Meals on Wheels;
- The “Share the Love” event donating $250 to Meals on Wheels with the purchase/lease of a new Subaru;
- And much more.

We arranged for time on Fox 61 with Aisha Mbowe at the end of November – the weekend after Thanksgiving – to do an in-studio interview and talk about the ways people can help support these efforts. The interview was approximately five minutes and 40 seconds long – almost double a normal story during a typical weekend broadcast, and it gave us the opportunity to highlight many of the “12 Ways of Giving” on the air.

A second interview for this campaign aired on the Talk of Connecticut with Brad Davis in early December. The campaign was also talked up by various groups locally (the CABHN and CAFCA newsletters and the MHA’s Innovation Destination Hartford newsletter) – and nationally by the Community Action Partnership, who Tweeted it out to their followers.

Fox 61: https://youtu.be/rAo8Hr21vw0

Talk of CT: https://soundcloud.com/user-547491855/12waysofgiving-talkofct-120619
A new video about CRT and our programs and services was created this past summer with help from CAFCA and DSS. The latter paid for the video to be produced, and provided the editing support to make the video for us and the other Community Action agencies in the state of Connecticut.

For CRT’s video, we were able to include the voice talents of local on-air personality Joan Dylan from WRCH 100.5 LITE FM for the narration of our script. We showed the video for the first time at CRT’s 2019 Annual Meeting in November.

The final version of the video will be shared on CRT’s website, YouTube channel and across our social media platforms.

Keep up with CRT’s programs and services via social media:

- Twitter: https://twitter.com/CRTCT
- Facebook: https://www.facebook.com/crtct/
- Instagram: https://www.instagram.com/crt_ct/
- LinkedIn: https://www.linkedin.com/company/255913/
- YouTube: https://www.youtube.com/user/CommunityRenewalTeam

To get in touch with CRT about a story or interview, please contact:

Jason Black, Communications Director @ 860-230-4535 or via email: blackj@crtct.org