



CRT IN THE NEWS

2020 MEDIA REVIEW

MEDIA HIGHLIGHTS FROM 2020



Hop on socks. On the day CRT received 1,200 pairs of new socks from the fall "Socktober" drive, all four local TV stations came out to help spread the good news!



Community Renewal Team
Changing lives... Creating opportunity!

CRT in the News—2020 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 on a regular basis (Facebook, Twitter, Instagram, LinkedIn and YouTube).

Pictured above: Heidi Lubetkin, Vice President of Clinical Support Services at CRT standing in front of The Retreat Assisted-Living Facility in Hartford for a story in the Hartford Business Journal. See page 22.

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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: The success of the fourth annual “Socktober” drive caught the interest of all four local TV stations. Details on page 26.

2020 Media Highlights

Despite the difficulties imposed by the Coronavirus pandemic (COVID-19) for much of 2020, CRT continued to have tremendous success with local media in Hartford and statewide for a broad range of its programs and services. This included:

- Continued coverage of good news coming from CRT during the Coronavirus crisis.
- SNAP Roundtable with Senator Murphy on front page of the *Hartford Courant*.
- National Arts Program has extensive coverage in multiple news outlets, including a half page in *Hartford Magazine*.
- The Retreat is featured prominently during early days of COVID-19 pandemic based on efforts to keep residents and staff healthy and safe.
- Additionally, The Retreat is highlighted in AARP's national membership magazine in April. It has 30.4 million readers, and is ranked #2 among all national magazines.
- Travelers donates meals to four CRT programs for the duration of pandemic in 2020—providing nearly 25,000 meals during that time.
- Medication Assisted Treatment program featured multiple times, including saving man during overdose at CRT offices on Market St. in Hartford.
- Repeated coverage of CRT's Meals on Wheels program for homebound seniors, including fundraising for new custom delivery vehicle.
- Sustained coverage about participating in the 2020 U.S. Census during the summer and fall.
- YouthBuild grant from U.S. Department of Labor in Univision and other media.
- Financial Literacy Institute featured during recruitment and again at graduation ceremony that heard keynote speech from Lt. Governor Susan Bysiewicz.
- CRT featured on "Beat of CT" on Hot 93.7 FM eight times during the year.

At right: NBC Connecticut gave a shout-out to CRT's Nutrition team in late May. We sent them a group shot showing the team at work, with a quick description of what they've been doing, and the station shared it the next day on the air! The station also Tweeted the message out to their 279,000 followers!



CRT and the Coronavirus Pandemic

Media interest in CRT's Programs and Services Remains Strong during Global Crisis

For most of 2020, the Coronavirus (COVID-19) crisis was all-consuming of our personal, local and national attention. While it was truly challenging, support from local media to help share the work that CRT did during this time was outstanding. Members of the media wanted to share good news where it could be found – and they also wanted to share those stories that gave their audience a way to get involved and help.

At the outset of the pandemic, there was good coverage in *The Hartford Courant* about what was happening in and around the Greater Hartford area during the crisis, including a couple of items that call out CRT for our efforts during that time. This included being a regular source of information for staff writer Mike Hamad who was fielding questions from the public in a service the paper provided called “[Ask Mike](#).” He would regularly send email to CRT with inquiries from readers, and we would point him to local resources – some CRT, and some not – for use by readers.

Hartford Courant:

Hartford Foundation, service organizations respond to crisis with new funds, new approaches

<https://www.courant.com/coronavirus/hc-news-coronavirus-foundations-aid-20200317-zhbzuzacufftreyqmm74lawwwi-story.html>

Coronavirus crisis resources in Connecticut: From food to legal aid and housing

<https://www.courant.com/news/connecticut/hc-news-coronavirus-resource-guide-connecticut-20200319-g4dtz4chjnafzl2wyr35diyce4-story.html>

In the spring, there were multiple interviews with local media and radio DJs about what is happening during this pandemic, and how CRT is helping support the people we serve in Central Connecticut. This includes an interview with Renee DiNino from The River 105.9 for her “Community Access” show; a Facebook interview with Boceto Media and CT en Vivo (both in Spanish), The Talk of Connecticut (WDRC), and Joan Dylan from WRCH LITE 100.5 FM.

Renee DiNino on The River 105.9 FM: Covid-19: How Anti-Poverty Agency CRT is Helping CT During this Crisis

<https://theriver1059.iheart.com/featured/renee/content/2020-03-25-covid-19-how-anti-poverty-agency-crt-is-helping-ct-during-this-crisis/>

LITE FM: <https://wrch.radio.com/blogs/joan-dylan/community-renewal-team-feeding-our-seniors>

Talk of CT: <https://soundcloud.com/user-547491855/crt-continues-to-provide-critical-services-during-coronavirus-crisis>

CRT and the Coronavirus Pandemic

CRT Works to Help the Most Vulnerable in Our Community



Aisha Mbowe from Fox 61 spoke with Jason Black from CRT on Easter Sunday morning to find out about some of the agency's programs and services that are helping the most vulnerable in our community. They discussed Meal on Wheels for home-bound seniors; the deadline extension for the Connecticut Energy Assistance Program and how to apply for this service and also the help of several local businesses giving back during those difficult times.

Fox 61: Connecticut Nonprofits like Community Renewal Team Helping Out During Coronavirus Crisis

<https://youtu.be/9XXMq3MYGdg>

The Hartford Courant compiled a lengthy article highlighting the ways individuals can help support the work of nonprofits during this time, and there is extensive mention of the work of CRT.

Hartford Courant: Give money, volunteer your time, make masks and more ways to help in Connecticut during the coronavirus crisis

<https://www.courant.com/coronavirus/neighbors/hc-coronavirus-helping-how-to-help-20200421-66oyler2vvc55awgditpgo553m-story.html>

Behavioral Health Services

CRT's BHS Program Remains Available throughout 2020



In late April we did an extended interview (over five minutes long) on Fox 61 about CRT's Behavioral Health Services program to let viewers know about the availability of these services for people in need of support.

Fox 61: <https://youtu.be/XRuqIKwrBDI>

Access Health CT and CRT Navigator in the News

Once again this year CRT partnered with Access Health CT providing a "Navigator" to help people get signed up for health insurance coverage in Connecticut. A story at the start of the open enrollment period for this year that mentioned CRT's role was featured in the CT News Junkie newsletter and website.

CT News Junkie: Health Plan Browsing Starts Today

https://www.ctnewsjunkie.com/archives/entry/20201026_health_plan_browsing_starts_today/

The CEO of Access Health CT and State Senator Doug McCrory visited CRT's offices on Market St. in mid-November to help spread the word. Fox 61 and the *Hartford News* were there for the press event.

Fox 61: CRT Works with Access Health CT during Open Enrollment

<https://youtu.be/PKqY1c87JXY>

Behavioral Health Services

CRT's Medication Assisted Treatment (MAT) Program

During the Coronavirus crisis, CRT's Behavioral Health Services team, and its Medication Assisted Treatment program continues to be operational in Hartford – both in person, and via telehealth medicine. In the case of MAT, induction services continued to be available. CRT's Casie DeRosier was the spokesperson for the MAT program throughout the year, including an interview with Margaux Farrell at Fox 61 in late May.

CRT's MAT program was in the news over the summer, too, as we made efforts to share the availability of this program with people who may need help with opioid recovery efforts. Extended interviews ran on both K-LOVE radio and on Hot 93.7 FM "Beat of CT" program – two public affairs shows. We also had the chance to share employment opportunities in our Behavioral Health Services team on NBC CT.

On Fox 61: <https://youtu.be/fQiODH1ezbA>

K-LOVE "A Closer Look": <https://soundcloud.com/emf-public-affairs-audio/k-love-closer-look-medication-assisted-addiction-treatment>

HOT 93.7 FM: The Beat Of CT Episode 14: Casie De Rosier And Jason Black From CRT
<https://hot937.radio.com/blogs/the-beat-of-ct/the-beat-of-ct-episode-14-casie-derosier-and-jason-black>

NBC CT: CRT is Seeking Clinicians to Join Behavioral Health Services Team in Hartford
<https://youtu.be/sLnxgWFjKKc>

CRT Helps Those Struggling with Addiction during Coronavirus Pandemic

In November, in an exclusive story on Fox 61, reporter Margaux Farrell shared the story of a CRT client, Hartford resident Pedro Robles, his life-long struggle with drug addiction, and how it has become even harder for him during the Coronavirus pandemic. He received intensive outpatient therapy with CRT, but every day brings new challenges. As Farrell noted:

"Addiction is a health crisis on

top of the pandemic, but hope is the key." [This six-minute story aired four times over a period of 24 hours.](#)



Fox 61: CRT Helps Those Struggling with Addiction during Coronavirus Pandemic
https://youtu.be/cN1_MYrQQ1A

Behavioral Health Services

Quick Thinking and Decisive Action by CRT Staff Save Man Having an Overdose in Hartford



In early December, a 56-year old man arrived at CRT offices on Market Street in Hartford for a scheduled appointment - he got inside just in time! He was having a drug overdose, but thanks to the quick thinking and decisive action of CRT's Behavioral Health Services team, he received NARCAN and was resuscitated. We understand he began CRT's Medication Assisted Treatment (MAT) program to help with addiction recovery.

CRT's Medical Director, Dr. Sharon Hasbani, spoke exclusively with Margaux Farrell from Fox 61 (shown above) about the efforts of CRT's Behavioral Health Services team to save the man from a drug overdose. The story aired four times in a 24 hour period and is also on their website.

Fox 61: <https://youtu.be/hdo7-xm8qG4>

And on their website: <https://www.fox61.com/article/news/local/crt-saves-mans-life-after-he-has-od-in-their-lobby/520-2ce122e0-004e-408f-9930-957bae95b845>

Elderly Nutrition Program (ENP)

Highlighting the Work of CRT's Meals on Wheels Program



The hard work of everyone in CRT's Elderly Nutrition Program (ENP) to help ensure that meals were delivered to those who need food was a regular story for multiple media sources. In mid-March, there was one day where Fox 61 featured the work of this team three times in one morning. The night before, WTNH (News 8) shared info with their viewers about the work of the ENP.

CRT's Nutrition Department on Fox 61, 3X in one morning:

Report #1: CRT Helping Ensure Connecticut Seniors Have Meals during COVID-19 Pandemic

<https://youtu.be/ykrqw2kHuqQ>

Report #2: CRT's Efforts to Help Vulnerable Populations during Coronavirus Pandemic

<https://youtu.be/CD0hOmQuyiQ>

Report #3: CRT's Nutrition Department Prepares 4,000 Meals to Help Feed Seniors During Coronavirus Pandemic

<https://youtu.be/AORNjQv6oeo>

At the beginning of April, there was another report on Fox 61 which showed the hard work happening with Meals on Wheels deliveries, including the work done to bring 26,500 shelf-stable meals (a three-week supply of meals per person) to home-bound seniors participating in the program.

Fox 61: https://youtu.be/a4xaoC-c_lg

Elderly Nutrition Program (ENP)

Fundraising to Replace Meals on Wheels Truck Damaged in Accident



CRT found itself in need of a new truck for its Meals on Wheels program to replace a truck that was unfortunately in an accident in mid-March (shown above).

Thankfully, the local media wanted to help share this story, and they were very supportive of that effort. There was reporting on three of the four local TV networks, in the *Hartford Courant* and *Journal Inquirer*.

Hartford Courant: Public asked for donations to help replace totaled Meals on Wheels truck for organization delivering thousands of meals to needy people

<https://www.courant.com/coronavirus/hc-news-coronavirus-meals-on-wheels-truck-crash-20200327-myirtmcdznc4vija7elduayina-story.html>

Journal Inquirer: Donations sought to replace totaled meals truck

https://www.journalinquirer.com/connecticut_and_region/donations-sought-to-replace-totaled-meals-truck/article_af0daefe-781d-11ea-af3b-eb38bdf06581.html

Fox 61: <https://youtu.be/saxK6o6Tfw0>

ABC News 8: <https://youtu.be/zNgzy4KQyT8>

CBS News 3: <https://youtu.be/AnvnK3nCyAM>

Elderly Nutrition Program (ENP)

CRT Partnering with Travelers in Hartford

As a result of the coverage generated about Meals on Wheels and our Elderly Nutrition Program in the spring of 2020, we were approached by a contact from Travelers in Hartford who wanted to find a way for their company to give back, and support our work.

This resulted in a program to provide 130 hot lunches every weekday to four CRT programs—and this program ran throughout 2020.

During that time, Travelers donated nearly 25,000 meals to CRT programs — and then continued to donate meals through Q1 of 2021.

At the time, this story was covered by both the *Hartford Business Journal* and WFSB News Channel 3.

WFSB News 3: *Travelers pledges \$5 million to coronavirus relief efforts, donates meals*

https://www.wfsb.com/news/travelers-pledges-5-million-to-coronavirus-relief-efforts-donates-meals/article_e0b33bfe-865a-11ea-8018-6baa1b5266de.html

Hartford Business Journal:

<https://www.hartfordbusiness.com/article/nonprofit-notebook-webster-donates-100k-for-covid-19-relief>



CRT Partnership with Travelers Featured in Insurer’s Promotional Video

The team at Travelers put together a series of short videos to highlight their efforts during the Coronavirus crisis to give back to the local community. CRT’s Jason Black was interviewed for one of those videos, which was featured in all of the Travelers’ social media channels (including Facebook, Twitter and LinkedIn), and it is on their website. This is national exposure for our efforts here in the Greater Hartford area.



Additionally, Travelers worked with the APCA (American Property Casualty Insurance Association) on a video to highlight how insurers are supporting their communities/customers during the pandemic.

Travelers promotional video: <https://youtu.be/-pdvSaUAdVc>

Elderly Nutrition Program (ENP)

U.S. Senator Chris Murphy Lends a Hand to Meals on Wheels

At the end of May – right after Memorial Day – U.S. Senator Chris Murphy (shown at right) came to CRT’s main offices on Windsor St. in Hartford to lend a hand to our Nutrition Department, and to help do some local deliveries with one of our Meals on Wheels drivers. We showed the Senator the operations from the outside, and then brought him over to both Travelers in downtown Hartford (they’ve partnered with us as noted); and also over to our East Hartford Family Shelter to speak with residents.



His visit was covered by both WTNH News 8 and Fox 61. The story ran twice on WTNH; and then it ran that night on their sister station My TV 9. On Sunday, May 31, both WTNH and My TV 9 each ran the story one more time as a part of their late-night news broadcast. So the one story aired five times during the course of that week.

WTNH News 8: <https://youtu.be/uBT36Sf4cjU>

And on their website: <https://www.wtnh.com/news/connecticut/hartford/hartford-community-volunteers-help-meals-on-wheels-serve-food-to-home-bound-seniors-amid-pandemic/>

Fox 61: <https://youtu.be/z9YCYArXfNs>

The Senator shared the program on all of his social media; and Meals on Wheels America shared CRT’s post on their Facebook page (shown at right); and they also thanked the Senator on Twitter. Travelers tweeted the story to their more than 66,000 followers!



Elderly Nutrition Program (ENP)

WFSB Features “Everyday Heroes” who Deliver Meals on Wheels

The local CBS affiliate WFSB News 3 contacted us – we did not pitch them – to do a story about CRT’s Meals on Wheels program, and the “Everyday Heroes” who volunteer to help deliver hot, nutritious meals to homebound seniors. The reporter meet us in Enfield at the Senior Center, where volunteers were eager to show their stuff! The story aired twice on the evening news in mid-May, and it is also on their website.

Note: The local viewership of WFSB is more than 127K people!

WFSB News Channel 3: https://youtu.be/_JURN7QjDpgo

WFSB website: https://www.wfsb.com/everyday-heroes-meals-on-wheels-volunteers/video_41d8f643-554d-549a-b949-602bdb73fce3.html



NBC CT Gives Shout-Out to “Unsung Heroes” during the Pandemic

NBC Connecticut gave a great shout-out to CRT’s Nutrition team in late May. We sent them a group shot showing the team at work, with a quick description of what they’ve been doing, and the station shared it the next day on the air! The station also Tweeted the message out to their 279,000 followers!

NBC CT: <https://youtu.be/dcyf3hVEq4>



Elderly Nutrition Program (ENP)

Liberty Bank Surprise Squad from WFSB News 3 pays a visit to CRT's Nutrition Team

At the end of May, WFSB came back to CRT to surprise the Nutrition Department team and give them an unexpected breakfast to thank them for all of their hard work. They brought their “Liberty Bank Surprise Squad” out to our offices to give a big thank you to the men and women who are working so hard, every day, in the Nutrition Department.



Well, suffice to say, it was a big surprise! The team had no idea it was happening that day, and it was a really nice way to thank them for all they do!

This segment aired five times over a period of three days!

WFSB News 3 Surprise Squad: https://youtu.be/B_kJdoIR40Q

Elderly Nutrition Program (ENP)

CRT's 19th Annual Meals on Wheels Golf Classic

CRT's annual golf event raising funds for our Meals on Wheels program in Central Connecticut was held on October 1, 2020 at Tunxis Country Club in Farmington. In anticipation of this event, we did a media push to promote last-minute registration for the event. The weekend before the tournament, we were able to secure media coverage on three of the four local networks: ABC News 8, NBC CT and Fox 61. During the interview on Fox 61 we had time to discuss other subjects, so we covered Census and CRT's Women's Empowerment Center, too. The clips on ABC and NBC each aired more than once that weekend before the event.

The morning of the event both NBC Connecticut and CBS News 3 aired a reminder about registration!



Fox 61: Help CRT Make the Longest Drive - Sign Up for 19th Annual Meals on Wheels Golf Classic
<https://youtu.be/FZbVI3otEil>

NBC CT: CRT's 19th Annual Meals on Wheels Golf Classic is Thurs., Oct. 1 at Tunxis in Farmington
<https://youtu.be/UQZW-e2sTFY>

WTNH News 8: There's Still Time to Sign Up for CRT's 19th Annual Meals on Wheels Golf Classic
<https://youtu.be/60gshkFLwp4>

NBC CT: You Can Still Sign Up for CRT's 19th Annual Meals on Wheels Golf Classic, Happening Today
<https://youtu.be/2FD79Om1QUM>

CT Energy Assistance Program

Help with Energy Assistance for “Hardship” Customers

CRT hosted a meeting with Eversource on Feb. 12 at CRT’s main offices (555 Windsor St. in Hartford) that was intended to provide information to potential hardship customers about what they can do to get access to help and services. That meeting was well attended, and covered both before and after the event.

WTNH News Channel 8 mentioned the event that morning (and it was repeated by their sister station My TV 9 that same morning); and the web-based news service CT en Vivo came to the event and ran a story the next day.

CRT was also mentioned in the *Hartford Business Journal* (HBJ) regarding this special meeting with Eversource.

WTNH News 8: <https://youtu.be/JGHVuAsdiRo>

HBJ: Amid cold winter temperatures, utilities launch outreach program to identify hardship customers

<https://www.hartfordbusiness.com/article/amid-cold-winter-temperatures-utilities-launch-outreach-to-id-hardship-customers>

“Beat of CT” Public Affairs show on Hot 93.7 FM

We had the opportunity to be an exclusive guest on the weekly public affairs show “Beat of CT” heard on WZMX, Hot 93.7 FM numerous time in 2020! In the 28 times the show broadcast this year, CRT was invited to be on the program eight times! This half hour public affairs program runs every Sunday morning, and is then available both on the station’s website and YouTube page – it is done as a Zoom recording. We covered a broad range of CRT programs and services, including Energy Assistance, Summer Food, Census, the Women’s Empowerment Center (with Director Tenesha Grant), MAT services (with Casie De Rosier), and more. You can find interviews via the link below.



The Beat of CT with hosts Jenny Boom and DJ Meechie: <https://hot937.radio.com/shows/beat-ct>

PSA for Energy Assistance and other CRT Programs on K-LOVE in Hartford

K-LOVE 106.9 FM in Hartford produced multiple Public Service Announcements (PSAs) to share on the air locally. This creates a public service opportunity for them by sharing these messages, and we get free exposure for CRT programs and services. We sent them copy for four different PSAs (Energy Assistance, Meals on Wheels, YouthBuild and the Women’s Empowerment Center), and the first one ran during the first two weeks of March. Each PSA is 30 seconds long, and would run 6 – 8 times per day during a two week period.

CT Energy Assistance Program

Energy Assistance Program Promoted via Radio Interviews

During the month of September we did a big paid media campaign – a combination of radio ads and online/digital ads, plus some print advertising (*Hartford News*), and we were also able to secure multiple radio interviews about this program during that time. The bulk of the interviews were done by CRT’s Program Director for Energy Assistance, Patricia Monroe Walker.

Radio interviews about Energy Assistance program:

- WZMX/Hot 93.7 FM
- “The Talk of CT” on WDRC AM
- iHeart Radio - “Community Access” with Renee DiNino (this is recorded, and then replayed on all nine local iHeart stations)
- WTIC 1080 AM (News Talk)

In October, as more people struggled to pay their bills due to COVID-19 shut-downs and higher unemployment, the need for Energy Assistance and other forms of support rose. CRT encouraged people to find out if they were eligible for energy assistance. Stories aired on Fox 61 (both on TV and website), NBC CT, Telemundo New England (in Spanish), *The Hartford Courant*, and WTIC News Radio.

We also recorded an interview for the “Beat of CT” weekly public affairs show on Hot 93.7 FM about multiple topics, including Voter Registration and Energy Assistance, which aired on October 11. CRT’s Rosalind Copeland was featured in this 30-minute interview.

Fox 61: Here's how you can apply for the Connecticut Energy Assistance Program

<https://www.fox61.com/article/news/local/apply-for-the-the-connecticut-energy-assistance-program/520-3ff72aba-b941-4665-b2cd-3b844e352b2a>

NBC CT: Need Help Paying Your Home-Heating Bills this Winter? Sign up for CT Energy Assistance

<https://youtu.be/ovqCIV0ID54>

Telemundo New England (in Spanish): Providing Heat Payment Assistance in Connecticut

<https://www.telemundonuevainglaterra.com/noticias/local/ofrecen-asistencia-para-pago-de-calefaccion-en-connecticut/2076982/>

The Hartford Courant: Energy assistance providers brace for high demand amid Connecticut’s pandemic-induced economic decline

<https://www.courant.com/news/connecticut/hc-news-winter-energy-assistance-increase-20201015-7lyxz5r4evabxec2kmjxd5yjya-story.html>

WTIC News Radio: Find Out If Your Home Qualifies for CT Energy Assistance Program This Winter

<https://soundcloud.com/user-547491855/find-out-if-your-home-qualifies-for-ct-energy-assistance-program-this-winter-on-wtic-am>

CRT Financial Literacy Institute

During the summer, we promoted the availability of CRT's annual Financial Literacy Institute, which was conducted entirely online, due to concerns about the safety of CRT personnel and the students during the Coronavirus pandemic. The timing to promote the class came during the ongoing civil rights/Black Lives Matter protests occurring over the summer. The confluence of events proved to be a good hook for local media, and the *Hartford Courant* did an extensive story.



Hartford Courant: Elizabeth Horton Sheff's Financial Literacy Institute especially useful during time of virus, civil rights protests

<https://www.courant.com/coronavirus/hc-news-coronavirus-sheff-financial-literacy-crt-20200727-6l62pbwq5rcy3dhrnqbpvizb3q-story.html>

In mid-September, we were approached by Len Besthoff from NBC Connecticut about a story he was doing related to financial literacy and teaching it during these difficult times. We arranged for him to speak with CRT's Director of Community Services, Elizabeth Horton Sheff, for this story.

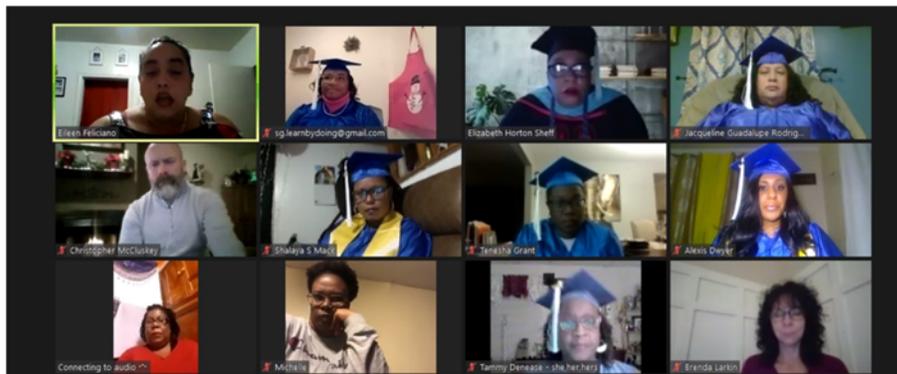
NBC CT: Financial Literacy Focus: Push to Teach Money Matters in Schools

<https://www.nbcconnecticut.com/news/local/financial-literacy-focus-push-to-teach-money-matters-in-schools/2331434/>

Note: The photo above was taken by CRT last year, pre-COVID, and used by the Courant for their article.

CRT Celebrates the Graduating Class of 10th Annual Financial Literacy Institute

On December 8, 2020, CRT hosted the graduation for the 11 students who successfully completed the 10th annual Financial Literacy Institute. Complete with caps and gowns, all of the students were celebrated for their hard work during the 14-week, 50-hour course. In a first this year, the entire course was conducted online to ensure social-



distancing requirements during the COVID-19 pandemic, and this included the graduation ceremony (screenshot shown). The keynote address was given by Lt. Governor Susan Bysiewicz. Mike Hydeck from NBC Connecticut shared the good news with their viewers.

NBC CT: https://youtu.be/BWrHLF_Hza8

Homelessness in Hartford Area

Annual Point-in-Time (PIT) Count Tracking Homeless in Greater Hartford Region

While CRT was not mentioned directly in the article in the Courant about this annual census of the homeless population, Gabrielle Bagot, youth navigator for CRT, was featured in the above photo that accompanied the article. She was busy handing out candy and snacks to teens and young adults at the Hartford Public Library. The teen count was also a part of the PIT activity this year.



NOTE: The photo intentionally does not show faces to protect the privacy of the teens photographed.

Hartford Courant: As Connecticut surveys homeless population, lawmaker urges more state funds for affordable housing: ‘Either you pay now or you pay later’

<https://www.courant.com/news/connecticut/hc-news-homeless-point-in-time-count-20200126-lg4v4stbrzc3jvuvwxcrw2cm-story.html>

Local Bakery Gives Back at Thanksgiving to Homeless Residents Served by CRT

“Sweet as Pie!” The owners of BouNom Bakery in Avon, CT donated 100 hand-made, personal-sized pumpkin pies on Thanksgiving Day to homeless residents living in CRT Shelters in Hartford and East Hartford! Leslie Mayes from NBC Connecticut shared the story which ran in two parts – both the week before Thanksgiving, and then as a follow-up on Thanksgiving Day. The first story aired five times in 24 hours. The second story aired three times. A full report is also on the NBC Connecticut website.



NBC CT: BouNom Bakery Donating 100 Pumpkin Pies on Thanksgiving to Homeless in CRT Shelters <https://youtu.be/UsiofNofzcM>

Follow-up story on Thanksgiving Day: <https://youtu.be/Rrsjb1aDD8A>

On NBC CT website: <https://www.nbcconnecticut.com/news/local/avon-sisters-bake-up-pies-to-give-back-this-holiday-season/2365285/>

2020 National Arts Program

CRT hosted its 29th Annual National Arts Program show and awards ceremony in 2020—the last public event for the agency before the onset of the Coronavirus pandemic. As a result of the media support, more art was submitted to the show this year than any time in at least the past 10 years!

CRT secured multiple media placements for the event to encourage participation from both amateur and professional artists of all ages from throughout Central Connecticut. Initial media coverage included both the *Hartford Courant* (staff writer Susan Dunne has covered



this event for the past three years in a row) and WNPR/Connecticut Public Radio to give details about how to get involved. For both the *Courant* and WNPR, the stories remained visible on their respective website home pages for several days after the initial stories were published.

The show was featured in the weekly paper *The Hartford News* in their Jan. 9 edition.

Additionally, the local Entercom radio stations shared the National Arts show in their Charity blog, which is then featured on the websites of all four local radio stations in their network (WRCH LITE 100.5 FM, Hot 93.7 FM, WTIC 96.5 FM and News Talk 1080). Daytime host Joan Dylan from LITE FM also helped to promote National Arts on the air – she was Emcee at the 2019 awards, and served in that capacity again in 2020.

We had support from both Fox 61 and WFSB News Channel 3 (the latter for the 3rd year in row) to promote the show. It should be noted that both of those weekend interviews also gave us time to promote the Youth-Build job-training program (see page 33 below). Fox 61 did a second in-studio interview with us and two of the artists who submitted work to the show.

Before the art show opened to the public, we gave a private tour to Tim Leininger, staff writer at the *Journal Inquirer*, who then did a nice write-up about the program for the paper that ran the weekend before the Awards Ceremony.

Journal Inquirer: *CRT show is a gateway for emerging and professional artists*

https://www.journalinquirer.com/living/crt-show-is-a-gateway-for-emerging-and-professional-artists/article_8030a306-4f60-11ea-8b15-e7441a1cf099.html

Pictured above: Former CRT employee Kathleen Hutter and Stanley Valencis (shown waiting in the Green Room at Fox 61) were interviewed the morning of the awards ceremony and reception on Feb. 22, 2020.

2020 National Arts Program

12 • PEOPLE

HARTFORD MAGAZINE • APRIL 2020



A Night Of Art And Music

18. The Community Renewal Team hosted the 29th annual National Arts Program show and exhibit at Capital Community College. Among those attending were best-in-show winner **Micaela Levesque** from East Hartford, who won for her painting “Self Portrait,” at left; and , • **19.** from left, event emcee **Joan Dylan** of 100.5 LITE FM, CRT CEO **Lena Rodriguez**; and musicians **Orice Jenkins** and **Susan Mazer**. • **20.** Children from the **Mariachi Corazon de Oro** from the Mariachi Academy of New England, pictured with Rodriguez, performed at the reception.

There was one more piece of news coverage about the 2020 National Arts Program exhibit and awards show from *Hartford Magazine* (shown above), which featured the event in a half page spread in the “People” section of the April 2020 edition of the magazine.

The Retreat Assisted-Living Facility

Keeping Residents COVID-19 Free at CRT's The Retreat in Hartford



During the spring and early summer, as the COVID-19 pandemic worsened in Connecticut and nationwide, every effort was made to keep both the residents (all 100 seniors) and the staff safe. There were multiple news stories during the first 100 days following the implementation of mitigation plans at The Retreat.

Multiple media outlets picked up this accomplishment, including three of the four local TV networks and the *Hartford Business Journal* (featured on the cover of the paper) - details on the next page.

Fox 61: <https://youtu.be/C4LmiVPFFws> (at nearly 60 days)

In early June, The Retreat celebrated the “Homecoming” of the head of Nursing Services, Milca Rosario, (she is in the U.S. Army Reserves) who had been deployed to New York City and the Javits Center to lead a team during the COVID-19 crisis in the City. The celebration of her return generated a lot of media attention on its own, including Fox 61 spending the entire morning with us outside at The Retreat. We were also joined for the celebration by Hartford Mayor Luke Bronin, and U.S. Senator Chris Murphy sent a commendation.

Photo above by Steve Laschever for HBJ.

The Retreat Assisted-Living Facility

Media coverage at The Retreat during the First 100 Days of the Pandemic

Fox 61: CRT's The Retreat hosts "Heroes' Welcome" for Nurse Returning from Coronavirus Frontlines, Part 1
<https://youtu.be/zkfEqiSEQJE>

Fox 61: CRT's The Retreat hosts "Heroes' Welcome" for Nurse Returning from Coronavirus Frontlines, Part 2
<https://youtu.be/TMeAQIIf-fo>

WFSB: "Heroes' Welcome" for U.S. Army Major Milca Rosario at CRT's The Retreat in Hartford
<https://youtu.be/UXgyxRPnigU>

News 8, WTNH: The Retreat, CRT's Assisted-Living Facility in Hartford is COVID-19 Free Over 80 Days, and counting
<https://youtu.be/6v5zITjPdzs>

NBC CT: CRT's Assisted-Living Facility The Retreat in Hartford More Than 90 Days COVID-19 Free, on NBC CT
<https://youtu.be/cHP3-s2HZTA>

News 8, WTNH: CRT Assisted-Living Facility The Retreat 100 Days COVID-19 Symptom Free for All 100 Seniors
<https://youtu.be/3Tw45HtgBCw>

Hartford Business Journal: *Here's how some nursing homes and assisted-living facilities blocked the spread of the deadly coronavirus*
<https://www.hartfordbusiness.com/article/heres-how-some-nursing-homes-and-assisted-living-facilities-blocked-the-spread-of-the>

CT Mirror: *A Hartford reservist's first deployment: treating coronavirus in NYC*
<https://ctmirror.org/2020/06/26/a-hartford-reservists-first-deployment-treating-coronavirus-in-nyc/>

CRT Hosts "Festival of Wreaths" for Members at The Retreat

In November, CRT worked to collect 100 holiday wreaths to help provide a "Festival of Wreaths" to all the seniors living at The Retreat, CRT's unique assisted-living facility in Hartford. The wreaths were displayed on the doors of each apartment at The Retreat. To help spread the joy of the holidays to these wonderful seniors the story was reported by both WFSB News Channel 3 and NBC Connecticut.

WFSB News 3: Give 100 Seniors at The Retreat Assisted-Living in Hartford a "Festival of Wreaths" <https://youtu.be/-x2ZnuZOfaU>

NBC CT: Let's Help Seniors at The Retreat Celebrate a 'Festival of Wreaths' this Holiday Season <https://youtu.be/wKZxwgU5erQ>



The Retreat Assisted-Living Facility

A “Hero’s Welcome” featured on NBC Connecticut Facebook page

The Retreat featured in *AARP Bulletin* (Membership Magazine)

The April 2020 edition of the *AARP Bulletin*, which is their national, monthly membership magazine, featured a fun program taking place at The Retreat, assisted-living facility in Hartford, which is giving members access to iPads to help them stay connected to family and loved ones. The *AARP Bulletin* has 30.4 million readers, and is ranked No. 2 among all national magazines.

***AARP Bulletin*: Grants Are Small, But Community Impact Is Large in Connecticut**

<https://states.aarp.org/connecticut/grants-are-small-but-community-impact-is-large-in-connecticut>

SNAP Program

Roundtable with Senator Chris Murphy

At the beginning of January, CRT hosted a roundtable discussion with U.S. Senator Chris Murphy and other local elected officials that was featured in multiple media outlets. There was a preview of the event on WFSB News Channel 3 that morning (aired 3X). And it was covered by the *Hartford Courant* (on the front page of the paper the next day!), as well as on WTIC News Radio that same afternoon (aired 5X), and twice on WNPR/Connecticut Public Radio.



MICHAEL MCANDREWS PHOTOS/HARTFORD COURANT

Deb Polun, executive director of the Connecticut Association for Community Action, talks about the ramifications that come with new rules governing the Supplemental Nutrition Assistance Program.

Hartford Courant: *Cuts in federal SNAP program will eliminate food assistance for thousands of Connecticut residents*

<https://www.courant.com/politics/hc-pol-trump-proposed-snap-changes-20200102-7m3nrohvvvb25as2wmkyf3dfme-story.html>

The Roundtable was live-streamed that day, and a full recording is available from the Connecticut Network (@CTNetworkTV): <http://ct-n.com/ctnplayer.asp?odID=16995>

The Courant article and a link to the CT Network replay were included in the CABHN newsletter for Jan. 23, 2020. Other coverage for the Roundtable included the National Community Action partnership eNewsletter.

‘Socktober’ Strikes Again

Fourth Annual ‘Socktober’ Drive Collects New Socks for the Homeless

Our friends from the Glastonbury Newcomers’ and Neighbors’ Club once again sponsored a sock-drive to collect new socks to be donated to the residents of CRT’s homeless shelters. This year, because of COVID-19, the kids in the Club created a wonderful video to help inform people about the drive. The story was picked up right away by The Hartford Courant; and it was also highlighted a few times on Fox 61, but CRT was not mentioned by name in those reports.



Hartford Courant: *Connecticut kids celebrate Socktober drive for homeless shelters to show ‘small act of kindness’*

<https://www.courant.com/news/connecticut/hc-news-socktober-glastonbury-20201023-w2yd7dmvffdf5imczd665m7kne-story.html>



On the day of the donation, all four local TV stations came to see the drop-off of 1,200 pairs of new socks and three of the four networks aired stories. In fact, the story aired twice on News 8 (WTNH); three times on NBC Connecticut; and nine times on Fox 61! Links to two of the stories are below.

Fox 61: <https://youtu.be/TonsH3sSX-U>

NBC CT: <https://youtu.be/uBBooTc-yJo>

Summer Food Service Program

Providing Healthy “Grab and Go” Meals to Kids When School is Out of Session



This year, with school out of session for the summer, the free meals that CRT distributed to children (18 and under) in Hartford and neighboring cities/towns was especially important. These programs offered grab-and-go opportunities for families to pick up healthy meals for their kids for several weeks during the summer, and this story was shared on both News 8 and Fox 61. For the latter, CRT provided photos and video directly to the reporter who compiled the story.

News 8, WTNH: While School is Out for Summer, CRT Provides Free Meals to Kids in Hartford Area
<https://youtu.be/botaCDxUTZ4>

Fox 61: CRT Provides Free Summer Meals for Kids 18 and Under While School is Out of Session
<https://youtu.be/MG0q7JmQuI>

2020 U.S. Census Outreach

CRT Organizes Media Campaign to Bolster Participation in 2020 U.S. Census



This past summer CRT put together a very robust media campaign – both paid advertising and earned media/interviews to help encourage greater participation in the 2020 U.S. Census. We focused on the needs of Hartford, where self-reporting in the Census was very low compared to comparable cities nationwide.

This activity included the production of multiple video PSAs about why it is important to participate in the Census, as well as an extensive radio advertising campaign with ads heard on WZMX (Hot 93.7 FM), WRCH Lite 100.5 FM, Bomba radio (Spanish), and on WKSS (KISS) 95.7 FM.

The 30-second video PSAs were shared online; and we secured a deal with the local station Fox 61 to play the videos on their station and their sister station CW20 a total of 90 times this past summer! These video PSAs won a Silver prize in the prestigious international “Davey Awards” which honor creativity from small marketing agencies.



CRT 2020 U.S. Census PSA sample: <https://youtu.be/mW2A9wV1ARg>

First-Time Voter? CRT Shared Tips with Hot 93.7 FM “Beat of CT”

CRT shared everything you need to know about how to be ready on Election Day this year, and what to do if you see anything suspicious at the polls! Jason Black spoke with hosts Jenny Boom Boom and DJ Meechie on Hot 93.7 FM for their weekly show “The Beat of CT” to give information and tips, especially for first time voters. The show was on Sunday, Nov. 1 and was then posted online for playback and social media sharing.

“Beat of CT”: <https://hot937.radio.com/blogs/the-beat-of-ct/beat-of-ct-episode-25-jason-black>

2020 U.S. Census Outreach

CRT Media Campaign to Promote Census Participation Among Hard-to-Reach Communities

In an innovative approach, CRT arranged for radio ads on Bomba (Spanish station) to be done as a part of a group purchase with four other CT-based Community Action Agencies, including: TVCCA, New Opportunities, Inc., HRA of New Britain, and Alliance for Community Empowerment. This group buy gave us a lot of leverage, and ensured valuable exposure for this campaign to a key audience.

We were then able to secure multiple radio interviews (each five to 10 minutes long – or more if part of a public affairs show) throughout the summer to help share the urgency of why people needed to complete the 2020 U.S. Census. This included air time on nearly every major radio station that is heard in Connecticut, including the following stations:

- Bomba (in Spanish) – multiple interviews, including a prerecorded interview with CRT's Eileen Feliciano that was played back twice a day for three weeks during the month of September. This station has a true statewide reach.
- WDRC, The Talk of CT with Gary Byron – three times
- The Whale 102.9 FM with morning host Gary Piccozi (twice) – this show is heard by more than 100,000 listeners each weekday
- WMRQ 104.1 FM – with morning hosts Amy Gray and Holden (twice)
- “Community Access” on iHeart Radio with host Renee DiNino – this show is heard on all 9 local iHeart stations
- WTIC News Talk 1080
- WZMX, 93.7 FM – twice on their morning show; and multiple times this summer as a part of their “Beat of CT” public affairs show
- WRCH LITE 100.5 FM – four times (two to promote CRT ice cream & Census events)
- WTIC 96.5 FM – with morning hosts Christine Lee and Salt, recorded on Zoom and posted to web.

During the month of August, CRT secured two TV interviews about the Census – with Fox 61 and NBC CT. [The interview on Fox was nearly seven minutes long](#), which is almost unheard of; and then it was shown in shorter versions three more times over the next 48 hours.

Then later that week, there was additional coverage of one our “Ice Cream and Census” events from NBC CT and Telemundo (they partner in news reporting locally) – that story aired three times on NBC and once on Telemundo.

Fox 61: CRT Encourages You to Complete the 2020 Census

<https://youtu.be/BF2DTFvN4sw>

NBC CT: Time is Running Out to Complete the 2020 U.S. Census - Please Do It Now, says CRT

<https://youtu.be/wbTnpUMgFw0>

Telemundo New England: Hartford residents are urged to complete the Census

<https://www.telemundonuevainglaterra.com/noticias/local/urgen-a-residentes-de-hartford-a-completar-el-censo/2066192/>

2020 U.S. Census Outreach

In mid-August the *CT Post* covered two of CRT's "Ice Cream and Census" events, noting that we coordinated activity in both Hartford and Middletown. The story included three photos from prior Census events this summer that CRT provided to the paper for their use. That story was then picked up as the lead item for the CAFCA newsletter for September 2020.



CT Post: *Census workers encourage participation at Middletown Farmers Market*

<https://www.ctpost.com/middletown/article/Census-workers-encourage-participation-at-15492722.php>

In September we had multiple occasions with local media to share details about completing the 2020 U.S. Census. This included TV and radio interviews, as well as an extension of our paid media campaign on local Spanish radio station Bomba.

One of the TV interviews featured CRT's Director of Community Services, Elizabeth Horton Sheff (pictured above), in a report by NBC Connecticut about the problems an incomplete count could pose for the City of Hartford. One interview on Fox 61 covered Census, as well as CRT's 2020 Meals on Wheels Golf Classic and the new name of the Women's Empowerment Center, all in one conversation!

At the end of September (9/30), when it was anticipated that would be the last day of Census collection, CRT hosted a press conference with Lt. Governor Susan Bysiewicz and other guests. Multiple media came to this event and it was reported by Telemundo (in Spanish). In October CRT secured final interviews on NBC CT and the local WNPR affiliate (Connecticut Public Radio) about the new Census deadline.

NBC CT: *There's One More Week to Complete 2020 Census - An Inaccurate Count Could Devastate Connecticut* <https://youtu.be/QmAmM2vLptc>

NBC CT: *CRT Excited to Learn There May Be An Extra Month to Complete the 2020 Census* <https://youtu.be/hlqj6fPFEz0>

NBC CT: *'Census Week of Action' in Hartford is taking place every day this week (Sept. 21-25)* <https://youtu.be/mAXXsGvBWKU>

Telemundo New England: *They implore Hartford residents to fill out the Census* <https://www.telemundonuevainglaterra.com/noticias/local/imploran-a-residentes-de-hartford-a-que-llenen-el-censo/2073649/>

Connecticut Public Radio (WNPR): <https://bit.ly/3njAkOK>

Women’s Empowerment Center

CRT Renaming Its Women’s Empowerment Center in Honor of Justice Ruth Bader Ginsburg

The news of the passing of Justice Ruth Bader Ginsburg came as a shock to many people nationwide, including for most of us at CRT. To properly honor her legacy and true commitment to women’s rights and social justice, CRT decided to formally change the name of its Women’s Empowerment Center (located at 330 Market Street – pictured at right) in Hartford in honor of the late Justice. This news was well received by local media, including *The Hartford Courant*. It is anticipated that a formal renaming event will take place in Hartford in spring of 2021.



Hartford Courant: *Community Renewal Team to name women’s empowerment center in Hartford after Ruth Bader Ginsburg*

<https://www.courant.com/news/connecticut/hc-news-connecticut-ruth-bader-ginsburg-womens-empowerment-20200924-k4uywclqffota7rcxe36czrmi-story.html>

WTNH News 8: CRT Renaming Women’s Empowerment Center in Honor of Justice Ruth Bader Ginsburg

<https://youtu.be/sD0N6ofhxi0>

We also did a radio interview with Joan Dylan on WRCH Lite 100.5 FM for her “Coffee Talk” segment about the name change plans.

In the late fall it was announced that CRT was accepting proposals for a massive mural project that will adorn one of the walls at the site of the Center in Hartford (330 Market St.). This new mural will feature RBG and other prominent women leaders (such as Justice Sonia Sotomayor and former First Lady Michelle Obama) who have dedicated their lives to women’s rights and social justice nationwide. The mural story was featured in the *Hartford Courant*, *WTNH News 8*, *Hartford News* and in the City of Hartford’s weekly newsletter.

Hartford Courant: Hartford mural will feature Ginsburg, Sotomayor, Michelle Obama

<https://www.courant.com/ctnow/arts-theater/hc-ctnow-arts-ruth-bader-ginsburg-mural-hartford-obama-sotomayor-20201016-5enhho36mfgjxmyxrdzsfhlym-story.html>

WTNH News 8: CRT to Honor the Late Justice Ruth Bader Ginsburg with Massive Mural in Hartford

<https://youtu.be/EmkZrhqP5Jg>

Women’s Empowerment Center

CRT Women’s Empowerment Center Helping Members Find Meaningful Employment

In the late fall, a story about the work of the Women’s Empowerment Center helping women find meaningful work during the pandemic was on NBC Connecticut – CRT’s Director of Women’s Services, Tenesha Grant, was interviewed for this story (shown below).

Additionally, the October edition of the statewide CAFCA newsletter featured both the RBG renaming news (see prior page) and also the NBC CT story noted above.



NBC CT: CRT Women's Empowerment Center Helps Women Find Meaningful Jobs During Pandemic

<https://youtu.be/gnRuH6Z61fY>

Taking a “Closer Look” at CRT’s Women’s Empowerment Center on K-LOVE Radio

In the spring, host Peter Kratz from K-LOVE Radio on 106.9 FM recorded a nearly 30-minute interview with CRT’s Director of Women’s Services, Tenesha Grant, for their public affairs program called “Closer Look” that airs on Sunday nights in the Hartford area. They had a lively discussion about the work of the Women’s Empowerment Center. This interview aired multiple times throughout the year.

YouthBuild Program

CRT's YouthBuild Receives \$1.2 Million Grant from U.S. Department of Labor

There was extensive media interest in CRT's new three-year+ grant from the U.S. Department of Labor for more than \$1.2 million in support of our YouthBuild job-training program for at-risk teens and young adults from Hartford and East Hartford. Early coverage for the program included the Innovation Destination Hartford blog from the MetroHartford Alliance, as well as in the MHA newsletter.



The news was also shared by Univision Hartford – the reporter translated CRT's full press release into Spanish, and had it posted to their website; and it was shared extensively both on-air and online by Joan Dylan from LITE FM, calling it "A Big Win for CT."

The *Hartford Business Journal* picked up the story on Feb. 4 (on their website, social media and newsletter).

Three of the four local TV networks covered our YouthBuild announcement. Fox 61 and WFSB News 3 during interviews that covered both National Arts and YouthBuild; and then later on NBC Connecticut with weekend anchor Shannon Miller. We were also able to use the NBC interview to squeeze in an initial announcement about a company-wide Job Fair at the end of February (see page 34 for details).

NBC Connecticut: <https://youtu.be/SqhM18KDS7Y>

HBJ: *Hartford's CRT scores \$1.2M grant to spur youth job training*
<https://www.hartfordbusiness.com/article/hartfords-crt-scores-12m-grant-to-spur-youth-job-training>

Innovation Destination Hartford: *CRT's YouthBuild Job-Training Program Helps Prepare Hartford-Area Workforce*
<https://www.innovationhartford.com/crts-youthbuild-job-training-program-helps-prepare-hartford-area-workforce/>

Univision Hartford (in Spanish): *PROGRAMA DE CAPACITACIÓN AYUDARÁ A PREPARAR JÓVENES DE HARTFORD*
<https://noticiasya.com/hartford-springfield/2020/01/30/programa-de-capacitacion-ayudara-a-preparar-jovenes-de-hartford/>

WRCH LITE FM: *YouthBuild Job-Training Program Recruiting Now!*
<https://wrch.radio.com/blogs/joan-dylan/crt-training-at-risk-youths-for-jobs>

NOTE: The total cost of the YouthBuild program is \$1,504,367. \$1,202,143 (80%) is funded through a grant from the U.S. Department of Labor. The other \$302,224 (20%) is funded through non-Federal sources.

Overview coverage about CRT

Company-Wide Job Fair on Feb. 25

CRT's HR department hosted a company-wide Job Fair to help find qualified candidates for several open positions across the agency at the end of February.

This included a paid media campaign, as well as outreach to local media to promote this event.

In addition to the advance TV coverage on NBC CT (see above in YouthBuild section), this Job Fair was mentioned twice on air the morning of the event by WTNH ABC 8; and then for an in-studio interview that morning on Fox 61 – about an hour before the Job Fair started! – to give a final push to the event (shown above).



Job Fair featured on Fox 61: <https://youtu.be/jWJrkBRxgVU>

The paid advertising for this event included a broad range of resources: Radio ads on Hot 93.7 FM; two weeks of ¼ ads in the *Hartford News* (they also included the item as a news story); paid promotions on Facebook, Indeed.com, LinkedIn.com and on the CT Nonprofit Alliance website; and billboards along I-84 going both in and out of Hartford using the Blip service.

To say the Job Fair was a success is an understatement. By the end of the day, 319 job seekers had come through our doors for the event!

Over the course of several days in late April (23rd to 27th), Fox 61 aired a quick announcement seven times about open positions needing to be filled at the agency. And they highlighted the details in a listing on their website about open jobs at businesses all over Connecticut.

Fox 61: <https://www.fox61.com/article/money/business/connecticut-jobs-hiring-employment-coronavirus-covid-19/520-8ba51397-b4e2-4675-a4b6-401bde813092>

We shared one of the news clips on CRT's Facebook page, and that post reached more than 5,500 people, and was shared 80 times.

Overview coverage about CRT

Social Media post about New CRT Hire Takes Off!

CRT featured a story in our 2019 Annual Report about Raul Valentin (shown at right). He had been homeless, found his way to McKinney Shelter, and then we were able to help him to get into permanent housing. He was so grateful that he gave a lot of his time last year as a volunteer in the kitchen at McKinney. Well, in late February of this year we got great news from Raul – he has been hired as a Food Service Assistant working at CRT’s assisted-living facility, The Retreat, in Hartford.

We happened to see him in the lobby at Windsor Street on the day of his new hire Orientation, so we asked him if we could get a quick picture ... We shared his news update on Facebook, and that post was a hit!

This organic post on Facebook reached 7,856 people, and had 1,397 engagements, which includes: 721 Reactions, Comments & Shares and 676 Post Clicks (either on the photo or other links in the post). It was "liked" and "loved" by 249 people, and received 84 separate comments of encouragement. The post was shared 23 times!



On Facebook: <https://www.facebook.com/crtct/posts/2949099168487865>

The day of the Job Fair at CRT (see previous page above), during the news appearance on Fox 61, we also talked about Raul’s successes – they showed the Facebook post on air.

Related to the above, Deb Polun and Deb Monahan from CAFCA had an op-ed in the *CT Mirror* on Feb. 13, 2020 which was about opportunities for people to volunteer in their local communities. While CRT was not mentioned by name in this op-ed, they did tell readers about Raul and his work as a volunteer at our shelter – Raul’s story is also featured in the 2019 CAFCA Annual Report.

CT Mirror: *Resolve to empower people and improve communities all year long*

<https://ctmirror.org/category/ct-viewpoints/resolve-to-empower-people-and-improve-communities-all-year-long/>

RSVP READS Program

The RSVP READS program was mentioned in the Hartford Courant’s “Community News” for Manchester in January.

Hartford Courant: <https://www.courant.com/community/manchester/hc-mr-0123-communitynews-20200115-wwsd7qy2v5gu7m57uxshls5xu-story.html>

Overview coverage about CRT

Mother's Day Delivers a Surprise to Clients in Three CRT Programs

The owners of BouNom Bakery in Avon, Conn., wanted to do something to give back to the mothers and grandmothers that CRT serves. They put together 86 special boxes filled with treats for the mothers and seniors living at Coventry Place, CRT Generations, and East Hartford Family Shelter. With help from a few volunteers and CRT staff people at the local facilities we made a "special delivery" on Mother's Day with these pretty pink boxes. This was a tasty treat for all.

The story aired seven times on Fox 61 over the weekend, and it also ran in the *Hartford Courant* the next week.

Fox 61: <https://youtu.be/nywMrV1Z1kQ>

Hartford Courant: *Avon's BouNom Bakery delivers sweet Mother's Day surprises to Community Renewal Team clients*

<https://www.courant.com/ctnow/food-drink/hc-ctnow-food-drink-bounom-bakery-mothers-day-crt-20200512-4hydg6tf2bcq3ji5t7hclsadxm-story.html>



It also appeared in the National Community Action Partnership eNewsletter:

<http://campaign.r20.constantcontact.com/render?m=1111471061789&ca=4631744e-d622-4686-a344-7ef73e26a397>

A Chance to Share "Some Good News"

CRT was invited to do a radio interview with a host from WPKN radio (out of Bridgeport, but their coverage area goes into Middlesex County); and CRT's CEO Lena Rodriguez did a podcast with OneDigital for their "Some Good News" interviews to share an overview about what CRT had been doing during the first few months of the pandemic to continue to provide services to the community.

"Some Good News" podcast: <https://onedigital-ct.transistor.fm/20>

Overview coverage about CRT

Making Thanksgiving Special for Families and Their Pets in Hartford

Before Thanksgiving, local businesses (including Hartford-based Gold Bond Mattress) and volunteers from Dog Star Rescue provided holiday meals to 24 families served by CRT, along with special food and treats for their pets, too. [This story aired seven times on NBC Connecticut over a period of three days](#); and two different versions of the story ran on Fox 61 including one by Jim Altman (they also posted it to their website).



NBC Connecticut: <https://youtu.be/P6ITMr5drWQ>

Fox 61 website: <https://www.fox61.com/article/news/community/dog-star-rescue-rallies-for-thanksgiving/520-ba03627a-3e89-47e2-883a-f83ef1d47f95>

A New Tradition Begins at CRT Generations

This year, one of our neighbors at CRT Generations, Mr. Kerry Foster Sr. of Clark Street, and his family decided to bless Generations residents with complete Thanksgiving meals. Mr. Foster, a retired Hartford firefighter, alongside his family have been giving back to their community for several years. During the holidays, the Foster's typically give back in a major way by serving meals to local shelters & soup kitchens and providing clothes to the homeless and those in need.

However, due to COVID-19, their Thanksgiving tradition was altered a bit this year! They donated directly to the seniors closest to them at the Generations campus. Mr. Foster and his family provided all our residents (seniors included) with free turkeys and food baskets, just in time for the holiday!



Photographers from three local papers were there to help document the event: *Hartford Courant* (shown at right - photo by Brad Horrigan); *Hartford News*; and the *Journal Inquirer*.

Overview Coverage about CRT

CRT's "Giving Tuesday" outreach efforts shared by Fox 61



CRT did not anticipate this last-minute news coverage, but we were certainly grateful. On December 1, for "Giving Tuesday" CRT promoted on social media the availability of matching gifts from an anonymous donor between that day and the end of the year.

Fox 61 picked up our efforts, and shared information about donating to CRT as a part of their coverage about Giving Tuesday that day. They shared the story on air, on their website, and both their Facebook and Twitter accounts, which both have a huge number of followers (299.8K on Facebook and 142.2K on Twitter).

Fox 61: Do All You Can to Help Someone in Need on Giving Tuesday <https://youtu.be/6cauJteXsYU>

Fox 61 website: Here's how you can make an impact in Connecticut on Giving Tuesday <https://www.fox61.com/article/news/local/make-an-impact-on-giving-tuesday-connecticut/520-5699f628-e828-4c45-9aba-e7abc3a05667>

CRT Offers its Coffee Cup Salute!



To help recognize the hard work of CRT employees, and also to say “Thank You!” to the team at Fox 61 for their support during the spring of 2020, we recorded a “coffee cup salute” at home (with the help of our dog and cat!) that aired in mid-April. This segment aired three times that morning!

Fox 61: <https://youtu.be/-5DZAPjIAVg>

Social Media Followers: (% change from one year ago)

Growth on CRT’s social media channels continues to be steady. The year-over-year growth continues to be decent, especially on Facebook which increased nearly 50% over the same period one year prior.

Social Media Channel	URL	Follower Total	% Change
Twitter	https://twitter.com/CRTCT	861	24.1%
Facebook	https://www.facebook.com/crtct/	3,412	49.4%
Instagram	https://www.instagram.com/crt_ct/	1,125	32.98%
LinkedIn	https://www.linkedin.com/company/255913/	2,784	4.11%

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>
- **SoundCloud:** <https://soundcloud.com/user-547491855>



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

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