

Arts & Culture Campaign Final Report

THE HEART OF PORTSMOUTH

Feel the beat.

Arts & Culture Campaign

www.GoPortsmouthNH.com

The Arts & Culture campaign spanned digital, print, and television advertising, garnering more than 7.8+ impressions and nearly 1,500 inquiries.

Overall, this campaign drew a lot of positive attention for Portsmouth's arts and cultural scene.. Short-term implications include creating a buzz about Portsmouth, increasing website traffic to www.GoPortsmouthNH.com and its listings, and increasing overall visibility for tourism in the area. Long-term implications will include increased visitation to the area and support for our local arts and cultural venues and organizations.

7.8M+

Campaign Impressions

1,447

Form Completions /Heart

9.5%

Conversion Rate /Heart

THE HEART OF PORTSMOUTH
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DARCI CREATIVE
TOTAL BRAND AGENCY.

Peaks & Valleys in Data
Results can vary day-to-day and month-to-month for a variety of reasons, including holidays, summer vacations, weather (nicer weather means fewer people home / online), special events, etc. It's not uncommon for data to look like this over a period of time.

Geographical Data
See charts on the next page. Geographical data is gathered based on what information the user has chosen to provide. It can be where they are currently located, or where they reside.

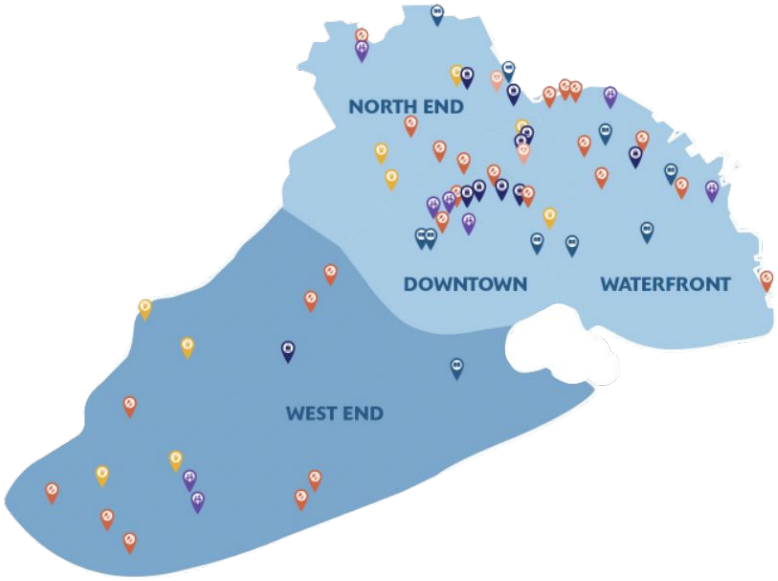
Targeting by Age
For this campaign, we did not target specifically by age, but instead by interest and location (65 miles of Portsmouth). Interest targeting included theater, arts, live performance, film, etc. While younger audiences are interested in those topics and some have disposable income, it makes sense that our results skewed a bit older, as adults 50+ have more disposable income, more time to travel, and are more likely subscribers of the arts in general.

Future Campaign Improvements
This campaign gave us a lot of great data to move forward with and to consider for a future campaign. Marketing dollars and spend were shared amongst a wide variety of tactics and platforms in order to achieve three goals: gain awareness, gather metrics, and receive form fills.

For future campaigns, we recommend:

- Getting more specific on campaign goals, which will help determine which platforms are utilized and where ad spend is allocated.
- Making clear what the giveaways / prizes are (if applicable). Using those specific prizes as leverage in the marketing campaigns and announcing winners on social media.
- Utilize organic social media more for campaign promotion and announcing winners to help drive excitement.
- With additional budget, purchase larger and better giveaways / prizes to drive more conversions on the submission form.
- Tailoring the creative copy and campaign to a more specific audience, which can also mean running more than one creative / campaign simultaneously to reach different audiences.

Future Campaign Idea
With the addition of the Portsmouth neighborhood pages on www.GoPortsmouthNH.com, run a campaign for packages related to each neighborhood. It will drive awareness for those new pages, promote more specific businesses in each neighborhood, and provide some variety in the campaign creative which will keep people interested and coming back to the website and filling out giveaway forms.



Arts & Culture Campaign

Geographic Results

Facebook

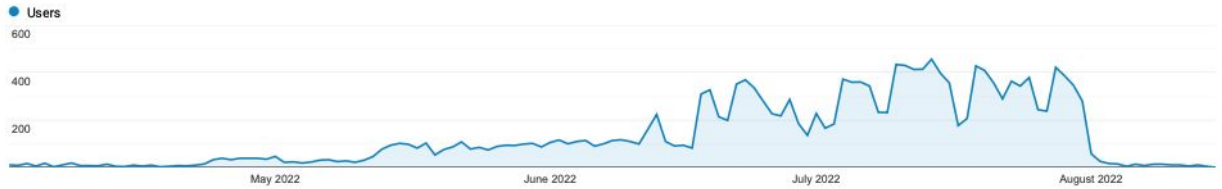
Campaign name	DMA region	Reach
Arts & Culture Campaign	Boston (Manchester)	205824
Arts & Culture Campaign	Portland-Auburn	43648
Arts & Culture Campaign	Hartford & New Haven	40448
Arts & Culture Campaign	Providence-New Bedford	30208
Arts & Culture Campaign	New York	21376
Arts & Culture Campaign	Burlington-Plattsburgh	18688
Arts & Culture Campaign	Springfield-Holyoke	12416
Arts & Culture Campaign	Bangor	10880
Arts & Culture Campaign	Unknown	9472
Arts & Culture Campaign	Los Angeles	7936
Arts & Culture Campaign	Albany-Schenectady-Troy	6912
Arts & Culture Campaign	Detroit	5760
Arts & Culture Campaign	Minneapolis-St. Paul	5504
Arts & Culture Campaign	Atlanta	5120
Arts & Culture Campaign	Philadelphia	4864

Website

City	Landing Page	Acquisition Users
		15,015 % of Total: 12.82% (117,166)
1. New York	/heart/	3,628 (22.14%)
2. Boston	/heart/	2,272 (13.86%)
3. (not set)	/heart/	514 (3.14%)
4. Manchester	/heart/	113 (0.69%)
5. Ashburn	/heart/	84 (0.51%)
6. Bloomfield	/heart/	80 (0.49%)
7. Lowell	/heart/	78 (0.48%)
8. Nashua	/heart/	72 (0.44%)
9. Portsmouth	/heart/	65 (0.40%)
10. Haverhill	/heart/	56 (0.34%)
11. Lynn	/heart/	56 (0.34%)
12. Quincy	/heart/	56 (0.34%)
13. Weymouth	/heart/	54 (0.33%)
14. Philadelphia	/heart/	53 (0.32%)
15. Portland	/heart/	52 (0.32%)

Arts & Culture Campaign

Website Analytics



This data was filtered using an **advanced filter**.

Source / Medium	Landing Page	Acquisition			Behavior			Conversions All Goals		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		15,134 % of Total: 11.70% (129,350)	14,962 % of Total: 11.62% (128,722)	20,020 % of Total: 12.07% (165,828)	86.79% Avg for View: 53.17% (63.22%)	1.27 Avg for View: 2.65 (-52.05%)	00:00:40 Avg for View: 00:02:20 (-71.52%)	7.14% Avg for View: 30.86% (-76.86%)	1,430 % of Total: 2.79% (51,179)	$0.00 % of Total: 0.00% ($0.00)
1. google / cpc	/heart/	9,296 (58.97%)	9,325 (62.32%)	13,363 (66.75%)	86.46%	1.25	00:00:47	6.89%	921 (64.41%)	$0.00 (0.00%)
2. (direct) / (none)	/heart/	222 (1.41%)	213 (1.42%)	236 (1.18%)	89.83%	1.37	00:00:44	7.63%	18 (1.26%)	$0.00 (0.00%)
3. localiq / display	/heart/	177 (1.12%)	173 (1.16%)	201 (1.00%)	89.55%	1.23	00:00:22	5.47%	11 (0.77%)	$0.00 (0.00%)
4. l.facebook.com / referral	/heart/	83 (0.53%)	84 (0.56%)	100 (0.50%)	85.00%	1.21	00:00:16	8.00%	8 (0.56%)	$0.00 (0.00%)
5. google / organic	/heart/	44 (0.28%)	20 (0.13%)	52 (0.26%)	50.00%	2.65	00:02:28	36.54%	19 (1.33%)	$0.00 (0.00%)
6. instagram.com / referral	/heart/	14 (0.09%)	11 (0.07%)	15 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
7. effectv / video	/heart/	13 (0.08%)	13 (0.09%)	13 (0.06%)	76.92%	1.15	00:00:22	15.38%	2 (0.14%)	$0.00 (0.00%)
8. baidu / organic	/heart/	12 (0.08%)	12 (0.08%)	12 (0.06%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
9. m.facebook.com / referral	/heart/	11 (0.07%)	11 (0.07%)	11 (0.05%)	81.82%	1.36	00:00:39	27.27%	3 (0.21%)	$0.00 (0.00%)
10. facebook.com / referral	/heart/	8 (0.05%)	8 (0.05%)	8 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

These stats provide an overview of where traffic came from during the campaign. Sometimes, these numbers don't match ones provided by the platforms due to attribution issues, page load speed, clicking away or double clicking, and more.

THE HEART OF PORTSMOUTH
Feel the beat.

DARCI CREATIVE
TOTAL BRAND AGENCY.

Arts & Culture Campaign

Google Ads Overview

4.68M

Impressions,
Google Ads
April - July

$2.07

CPM
(Cost per 1,000
impressions)

Google Ads provided the best bang for the buck in this campaign. Display and YouTube advertising are strong components of an overall marketing campaign, and drove a lot of traffic to the landing page and www.GoPortsmouthNH.com website.

For future campaigns, we highly recommend keeping Google Advertising as a solid tactic for awareness, website traffic and conversions.

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Arts & Culture Campaign

Google Ads

Campaign	↓ Impr.	Clicks	CTR	Conversions	Views
Go Out Spring 2022 - Display - Max Clicks	2,535,130	9,595	0.38%	553.00	0
Go Out Spring 2022 - Display - Max Conv.	1,633,894	2,856	0.17%	161.00	0
Go Out Spring 2022 - YouTube	506,875	371	0.07%	5.00	312,079
Total: Campaigns	4,675,899	12,822	0.27%	719.00	312,079

Google Display Ads have generated 4.1 million impressions and nearly 12,451 clicks to the landing page since launch. The Max Clicks display campaign aimed at our key demographic and is our top performer for generating clicks to the website (9, and click thru rate (0.38%). In total YouTube ads have resulted in 312,079 video views equalling 1,731 hours of watch time. 62% of people watched the video to completion.

Tracking data shows us that over 700 people spent more than 2 minutes browsing the website after clicking an ad.

Arts & Culture Campaign

Google Ads

	Clicks	Impressions	View rate	Views
April	7	23.2K	68.55%	2.57K
May	565	777K	61.58%	89.2K
June	3.6K	1.45M	61.21%	101K
July	8.65K	2.42M	61.74%	119K
Total 4/29 - 7/31	12.8K	4.68M	61.57%	312K

Affinity segments

Food & Dining
Frequently Dines Out

Lifestyles & Hobbies
Art & Theater Aficionados

Lifestyles & Hobbies
Family-Focused

Lifestyles & Hobbies
Frequently Attends Live Events

Media & Entertainment
Movie Lovers

Media & Entertainment
Music Lovers

In-market: other

Art Exhibitions

Art Galleries and Exhibits

Art Museums

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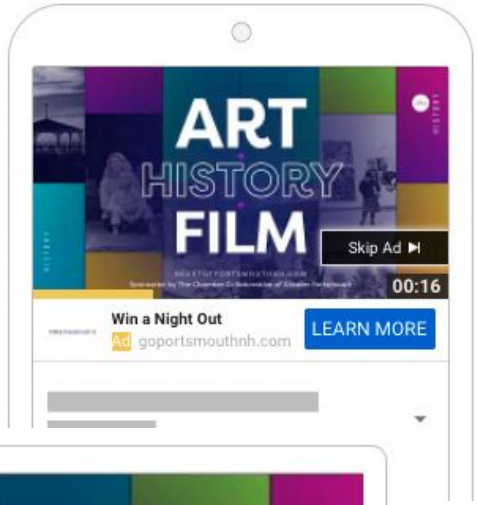
Arts & Culture Campaign

Google Ads



We're ready for YOU!

Enter to Win a Night OUT!





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Arts & Culture Campaign

Social Ads Overview

2.46M

Impressions,
Paid Social Media,
April - July

$3.04

CPM
(Cost per 1,000
impressions)

Social media advertising allows for specific targeting and we created different audiences for local and non-local. Facebook received far more attention than Instagram for this particular campaign. The CPM is slightly higher than average of the last few years, as the pandemic has driven more people to online advertising, raising the competition and pricing.

For future campaigns, we highly recommend keeping social media advertising as part of the strategy and potentially segmenting further by audience and platform to achieve the best results.

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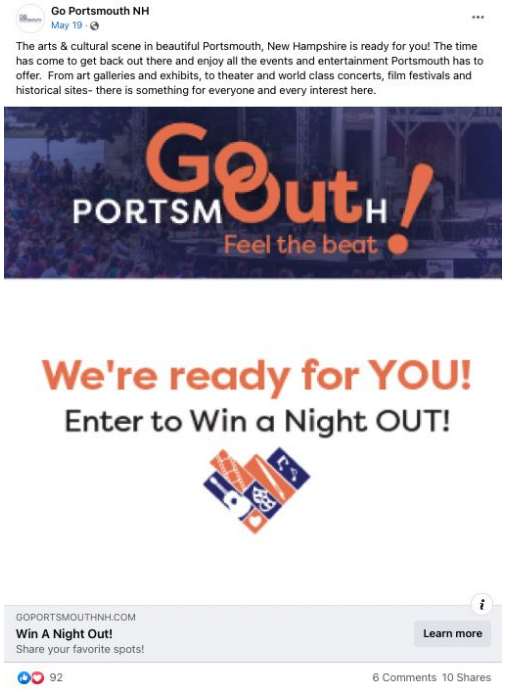
DARCI CREATIVE
TOTAL BRAND AGENCY.

Arts & Culture Campaign

Social Ads

Ad Set	Frequency	Impressions
Outside Local	3.06	1,524,689
Local	5.34	939,348
Results from 2 ad sets	**3.64** Per Person	**2,464,037** Total

Ad Set	Frequency	Impressions
Outside Local	3.06	1,524,689
Audience Network	2.35	79,803
Facebook	3.12	1,436,099
Instagram	1.72	8,781
Uncategorized	–	6
Local	5.34	939,348
Audience Network	3.30	24,305
Facebook	5.45	899,429
Instagram	2.10	15,611
Uncategorized	1.00	3
Results from 2 ad sets	**3.64** Per Person	**2,464,037** Total



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Arts & Culture Campaign

Social Ads

By Age

Outside Local	3.06	1,524,689
13–17	–	18
18–24	2.23	37,935
25–34	2.20	118,743
35–44	2.42	106,154
45–54	2.66	158,263
55–64	3.25	364,867
65+	3.50	738,709
Local	5.34	939,348
13–17	–	16
18–24	2.68	23,447
25–34	3.43	83,207
35–44	3.51	91,849
45–54	4.42	133,074
55–64	6.30	245,313
65+	7.61	362,442
Results from 2 ad sets	**3.64** Per Person	**2,464,037** Total

THE HEART OF PORTSMOUTH
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TOTAL BRAND AGENCY.

Arts & Culture Campaign

effectv Overview

228k

Impressions,
effectv
April - June

$39.36

CPM
(Cost per 1,000
impressions)

Our CPM for effectv is in line with industry averages (Hulu's average CPM is $20-60, Roku's average CPM is $30). Layering this additional tactic provides an important avenue for impressions and increased awareness.

In the future if there is a tight budget, and/or if the main goal is form conversions, we would recommend not doing effectv. If the goal is awareness and impressions, we would keep this tactic.

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DARCI CREATIVE
TOTAL BRAND AGENCY.

Arts & Culture Campaign

effectv

REPORTING INSIGHTS THRU 6.26.2022

Creative Name	Ad Copy Title	Iscicode	First Delivery	Last Delivery	Impressi Delivered	Complet Views	Complet Views %	Avg % Viewed
DA101399748	Arts & Culture Campaign Pilot - Spot 2	∅	2022-04-05	2022-06-26	114,467	109,841	95.96%	97.27%
DA101399747	Arts & Culture Campaign Pilot - Spot 1	∅	2022-04-05	2022-06-26	114,145	109,858	96.24%	97.59%
Totals			2022-04-05	2022-06-26	228,612	219,699	96.10%	97.43%

✓ Your message is reaching the right audience and resonating with high engagement levels. This campaign ended 6.26.2022

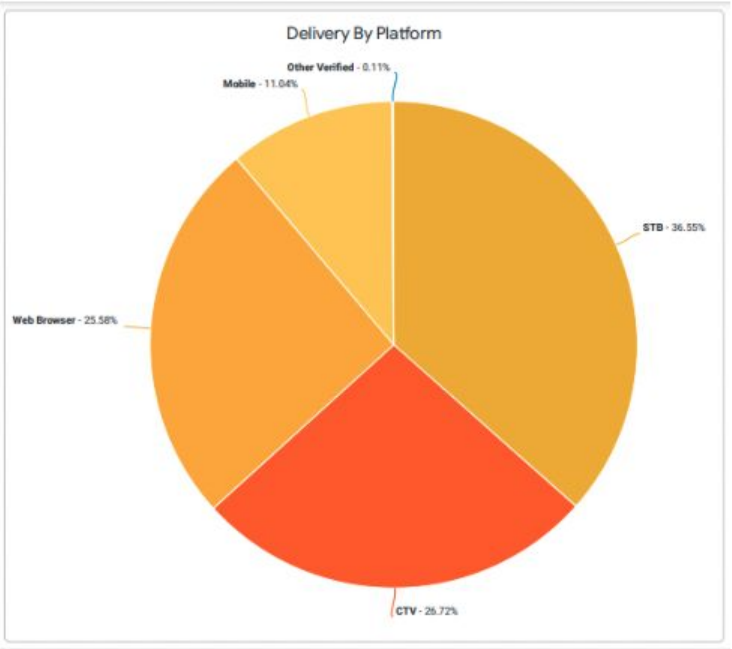
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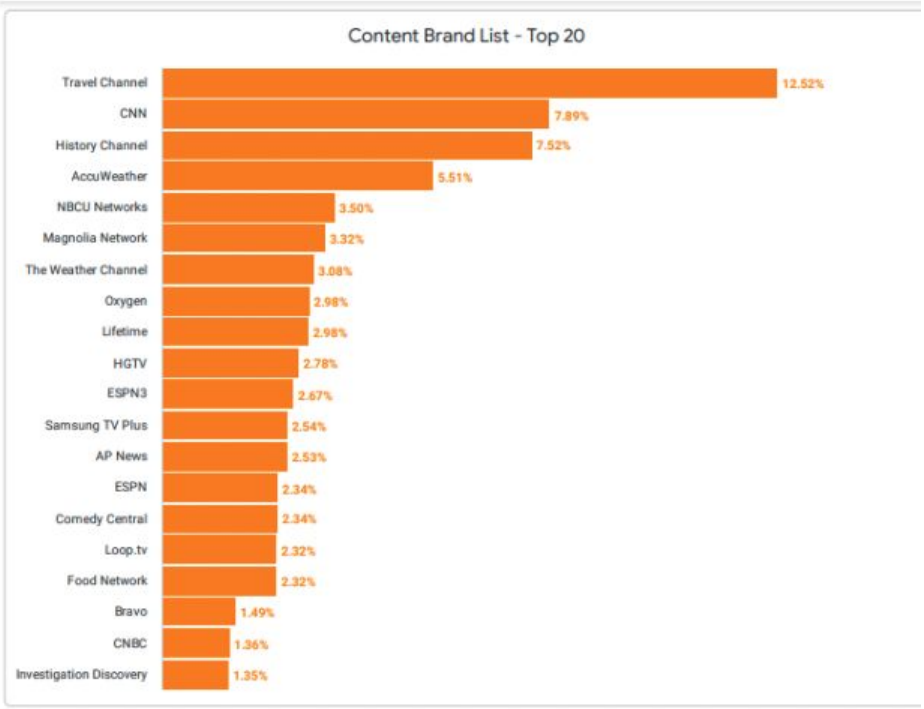
DARCI CREATIVE
TOTAL BRAND AGENCY.

Arts & Culture Campaign

effectv

REPORTING INSIGHTS THRU 6.26.2022





Platform: A set of devices that support content viewing and through which Comcast delivers advertising.
Connected TV: An internet-enabled device used to watch content on television screen.
Web Browser: Video watched through any web browser, including desktop and laptop.
Mobile: Video watched though a mobile web browser or a mobile in-app experience.
Xfinity Set-Top Box: Device used in the home to watch on-demand content via an Xfinity subscription service.

effectv

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effectv

PORTSMOUTH THE CHAMBER COLLABORATIVE

EFFECTV STREAMING SUMMARY FOR PORTSMOUTH THE CHAMBER COLLABORATIVE

A digital solution to complement your multiplatform TV strategy

1. Effectv Streaming- FEP Audience Targeting
   - Campaign Dates: 04/05/2022 - 06/26/2022
   - Zones: 8 Zones
   - Impression: 43,434
   - Audience: Adults 25-64
   - Investment: $1,998
   - CPM: $46

2. Effectv Streaming- TV-Premium Video Audience Targeting
   - Campaign Dates: 04/05/2022 - 06/26/2022
   - Zones: 8 Zones
   - Impression: 29,411
   - Audience: Eating & Drinking > Restaurant Goers/Dining Out
   - Investment: $1,000
   - CPM: $34

3. Effectv Streaming- TV-Premium Video Audience Targeting
   - Campaign Dates: 04/05/2022 - 06/26/2022
   - Zones: 8 Zones
   - Impression: 58,764
   - Audience: Lifestyle & Other > Interested in Music & Cultural Arts
   - Investment: $1,998
   - CPM: $34

4. Effectv Streaming- TV Audience Targeting
   - Campaign Dates: 04/05/2022 - 06/26/2022
   - Zones: 8 Zones
   - Impression: 47,619
   - Audience: Female 35-64
   - Investment: $2,000
   - CPM: $42

5. Effectv Streaming- TV Audience Targeting
   - Campaign Dates: 04/05/2022 - 06/26/2022
   - Zones: 8 Zones
   - Impression: 47,571
   - Audience: Interested in Cultural Arts
   - Investment: $1,998
   - CPM: $42

CREATED ON 03/31/2022

Total Impressions	**226,799**	✓ Over delivery of 1,813 commercials at no charge (delivered 228,612 impressions)
Total Digital Investment	**$8,994**	✓ Delivered 100%

All schedules are subject to the Effectv Advertising Terms and Conditions. The TV impression values are based on the average Nielsen impression forecasts for each network and are summed across all networks in the schedule. It does not represent total impression achievement for this schedule, as actual impression clearances will be based on the time and network in which each individual spot airs.Effectv's spot and clearance information provided during a broadcast month is preliminary and may vary from final verifications and/or invoices. Other impressions, cpm, reach, frequency, or spot estimates provided by Effectv are based on data provided by Effectv or a third party and are for informational purposes only and may not be used for billing purposes. Proposal is representative of inventory/rates as of 03/31/2022 but is not guaranteed and may vary from your final schedule as inventory availability may change.

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effectv

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Arts & Culture Campaign

Seacoast Media Group Ads Overview

404k

Digital Impressions,
Seacoast Media Group
April - June

231k

Portsmouth Herald
Print Media
Impressions,
April - June

$14.16

CPM
(Cost per 1,000
impressions)

CPM for the print advertising campaign is in line with national averages for advertising on digital / print. The Portsmouth Herald and SeacoastOnline.com are an important part of advertising locally, as they are the largest news outlet in our area.

For future campaigns, Seacoast Media Group will remain an important tactic for raising awareness with a local audience (if budget allows). The Cost Per Click (CPC) for the digital campaign is higher than we prefer at roughly $15 per click, so that is a consideration based on the goals of future campaigns.

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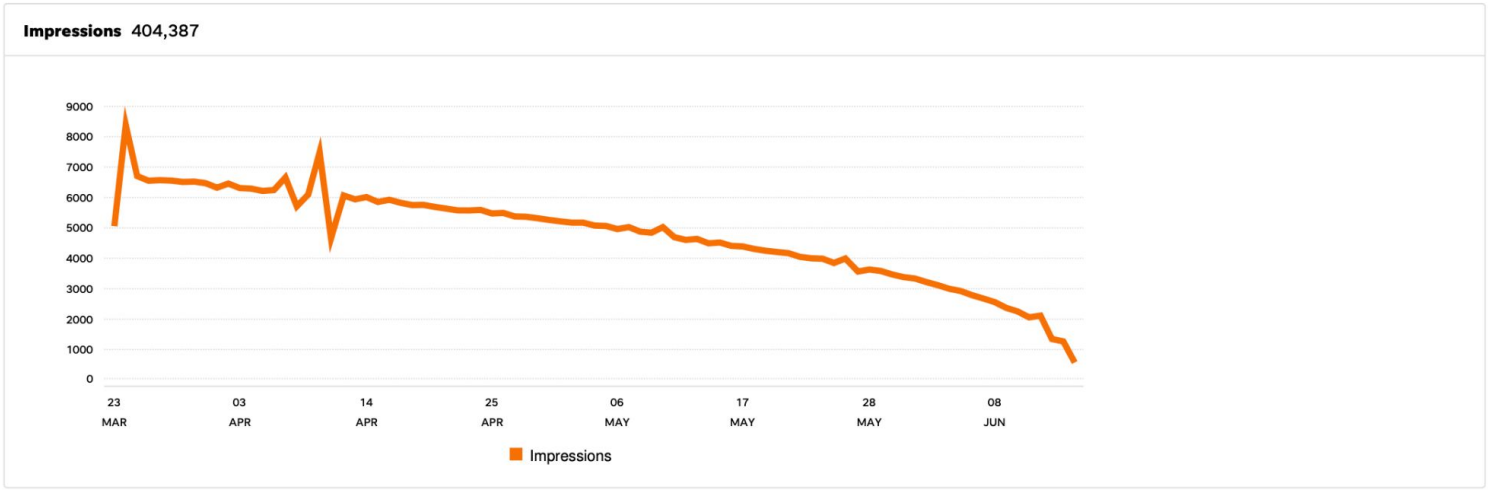
DARCI CREATIVE
TOTAL BRAND AGENCY.

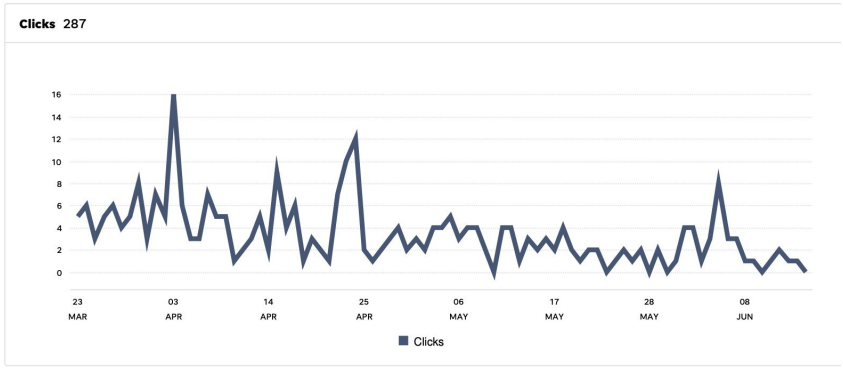
Arts & Culture Campaign

SeacoastOnline.com Digital Ads

LOCALiQ

Display Activity Report : Darci Creative, Llc





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Arts & Culture Campaign

Portsmouth Herald Print Ads

BOLTON CONSTRUCTION WINS DOVER OVER-THE-HILL BASKETBALL CHAMPIONSHIP



Bolton Construction pulled away in the second half and captured the 2022 Dover Over-The-Hill basketball championship with a 57-35 win over RCC Construction. Tom Vitko scored 16 of his game-high 22 points in the second half for the win. Teammate Mike Both added 19 points. Doug Langdon's 12 points led RCC, while John Succi had seven. COURTESY

IN BRIEF

AP source: Chiefs send Hill to Dolphins for draft picks

KANSAS CITY, Mo. – The Kansas City Chiefs traded wide receiver Tyreek Hill to Miami for a package of draft picks on Wednesday, and the Dolphins are giving the three-time All-Pro a $120 million, four-year contract extension, a person familiar with the moves told The Associated Press. The Chiefs will get the Dolphins' first- and second-round picks along with their fourth-rounder in this year's draft, and fourth- and sixth-round picks next year, the person told the AP on condition of anonymity because terms were not announced.

Hill's agent, Drew Rosenhaus, said the next extension from Miami includes $72.5 million guaranteed.

The Chiefs had been in discussion with Hill on a contract extension in part because they were seeking relief from a tight salary cap situation. But the talks had stalled over the past few days, and Hill's representatives requested permission to seek a trade, which came together quickly with multiple teams expressing interest in him.

Griner seen by US consulate in Russian detention facility

The U.S. State Department said Wednesday that a U.S. Embassy official has visited with WNBA star Brittney Griner, who remains detained near Moscow, to check on her condition.

State Department spokesperson Ned Price told CNN the official found Griner "to be in good condition." Price did not identify the official who had been granted consular access to Griner, something the United States had been demanding.

Griner was detained after arriving at a Moscow airport, reportedly in mid-February, after Russian authorities said a search of her luggage revealed vape cartridges that allegedly contained oil derived from cannabis, which could carry a maximum penalty of 10 years in prison.

Russian state news agency Tass reported last week that a court had extended Griner's pretrial detention to May 19.

Price says the U.S. "will do everything we can to see that she is treated fairly throughout this ordeal." Griner's legal ordeal comes amid tension between Russia and the U.S. over Russia's invasion of Ukraine.

Guardians, ace Bieber agree to $6 million contract for 2022

GOODYEAR, Ariz. Cleveland Guardians ace Shane Bieber avoided salary arbitration when he agreed to a $6 million, one-year contract on Tuesday.

— Wire reports

Red Sox

Continued from Page 1B

But Story, 29, said he played plenty of second base in the minor leagues and has extensive experience on the left side of the infield. He said he's open to the shift, because of the lockout shortened spring training, he will have limited time to work on it.

"Playing second is something I'm comfortable with," he said.

Another adjustment: moving from the thin air in Denver to Fenway Park. Story has batted .303 with 95 homers and 279 RBIs at Coors Field and .241 with 65 homers and 175 RBIs on the road.

"There's kind of that stigma around Coors Field, that the ball flies, which it certainly does," Story said. "I think baseball's baseball and it's played the same in every park."

Bloom said the team pored over the analytics on the Coors Field effect and came away convinced that Story's production would come with him to Boston.

"It's always a hot topic any time a really good player from the Rockies changes teams," Bloom said. "There's a lot of good examples of guys who leave Coors and do very, very well."

Although Story has played four games at Fenway Park, batting .223 with one homer and four RBIs, he was eager to take batting practice at the team's spring training ballpark and its replica of Fenway's Green Monster.

His takeaway: "Usually when I hit a ball off the wall, I'm going to second no matter what. From what I hear, I might need to walk that back a little bit."



New Boston Red Sox shortstop Trevor Story, right, speaks to the media as Chief Baseball Officer Chaim Bloom, left, listens during a news conference at JetBlue Park on Wednesday in Fort Myers, Fla. STEVE HELBERSHAY





Ukrainian forces retake areas near Kyiv

Zelenskyy: Russia planted mines as part of retreat

Nebi Qena and Yuras Karmanau
ASSOCIATED PRESS

KYIV, Ukraine – Ukrainian troops moved cautiously to retake territory north of the country's capital on Saturday, using cables to pull the bodies of civilians off the streets in one town out of fear that Russian forces might have booby-trapped them before leaving.

Ukrainian President Volodymyr Zelenskyy warned in his nightly video address hours earlier that departing Russian troops were creating a "catastrophic" situation for civilians by leaving mines around homes, abandoned equipment and "even the bodies of those killed." His claims could not be independently verified.

Associated Press journalists in Bucha, a suburb northwest of Kyiv, watched Saturday as Ukrainian soldiers backed by a column of tanks and other armored vehicles used cables to drag bodies off of a street from a distance, fearing they might have been rigged to explode. Locals said the dead – the AP counted at least six – were civilians who were killed as departing Russian soldiers without provocation.

"Those people were just walking and they shot them without any reason. Bang," said a Bucha resident who declined to give his name, citing safety reasons. "In the next neighborhood, Stoikiika, it was even worse. They would shoot without asking any question."

Ukraine and its Western allies report several mounting evidence of Russia withdrawing its forces from around Kyiv and shifting its troop strength in eastern Ukraine.

The visible shift did not mean the country faced a peaceful future after only five weeks of war or that the more than 4 million refugees who have fled Ukraine will return soon. Zelenskyy said he expects departed towns to endure missile strikes and rocket strikes from afar and for the battle in the east to be intense.

"It's still not possible to return to normal life, as it used to be, even at the territories that we are taking back after the fighting," the president said.

Moscow's focus on eastern Ukraine also kept the besieged southeastern city of Mariupol in the crosshairs. The port city on the Sea of Azov is located in the Donbas region, a mostly Russian region, where Russia-backed separatists have fought Ukrainian troops for eight years. Military analysts think Russian President Vladimir Putin is determined to capture the region after his forces failed to secure Kyiv and other major cities.

The International Committee of the Red Cross planned to try Saturday to get into Mariupol to evacuate residents after canceling the operation Friday when it did not receive assurances the route was safe. City authorities said the Russians blocked access to the city. There was no word as of late Saturday whether the Red Cross managed to reach Mariupol.

An adviser to Zelenskyy, Oleksiy Arestovych, said in an interview with Russian lawyer and activist Mark Feygin that Russia and Ukraine had reached an agreement to allow 45 buses to drive to Mariupol to evacuate residents "in coming days."

The Mariupol city council said earlier Saturday that 10 empty buses were headed to Berdyansk, a city 55 miles west of Mariupol, to pick up people who managed to get there on their own. About 2,000 civilians fled out of Mariupol on Friday, some on buses and some in their own vehicles, city officials said.

Meanwhile, Ukraine's deputy prime minister, Iryna Vereshchuk, said 765 Mariupol residents on Saturday used private vehicles to reach Zaporizhzhia, a city still under Ukrainian control that has served as the destination for other planned evacuations.

Among those escaping the city was Tamila Mamzenko, who said she fled Mariupol on Monday, made it to Berdyansk that night then took a bus to Zaporizhzhia. Mamzenko said she waited for a bus until Friday, spending one night sleeping in a car.

"I have only one question: Why?" she said of her city's ordeal. "We only lived as normal people. And our normal life was destroyed. And we lost everything. I don't have any job, I can't find my son."

Mariupol, which has been surrounded by Russian forces for more than a month, has suffered some of the war's worst attacks, including on a maternity hospital and a theater that was sheltering civilians. Around 100,000 people are believed to remain in the city, down from a prewar population of 430,000, and they are facing dire shortages of water, food, fuel and medicine.

The city's capture would give Moscow an unbroken land bridge from Russia to Crimea, which it seized from Ukraine in 2014. But its resistance has also has taken on symbolic significance during Russia's invasion, said Volodymyr Fesenko, head of the Ukrainian think-tank Penta.

"Mariupol has become a symbol of Ukrainian resistance, and without its conquest, Putin cannot sit down at the negotiating table," Fesenko said.

many bodies, many destroyed buildings and they mined many places."

A prominent Ukrainian photojournalist who went missing last month in a combat zone near the capital was found dead Friday in the Huta Medyhirska village north of Kyiv, the country's prosecutor general's office announced. Maks Levin, 40, worked as a photojournalist and videographer for many Ukrainian and international publications.

The prosecutor general's office attributed his death to two gunshots allegedly fired by the Russian military, and it said an investigation was underway.

Elsewhere, at least three Russian ballistic missiles were fired late Friday at the Odesa region on the Black Sea, regional leader Maksim Marchenko said. The Ukrainian military said the Iskander missiles did not hit the critical infrastructure they targeted in Odesa, Ukraine's largest port and the headquarters of its navy.

Ukraine's state nuclear agency reported a series of blasts Saturday that injured four people in Enerhodar, a city in southeastern Ukraine that has been under Russian control since early March along with the nearby Zaporizhzhia Nuclear Power Plant, Europe's largest.

Ihor Yenkovskyi, said on Telegram that the four were badly burned when Russian troops fired light and noise grenades and mortars at a pro-Ukraine demonstration.

The head of Ukraine's delegation in talks with Russia said Moscow's negotiators informally agreed to most of a draft proposal discussed during face-to-face talks in Istanbul this week, but no written confirmation has been provided. However, Davyd Arakhamia said on Ukrainian TV that he hopes that draft is developed enough so that the two countries' presidents can meet to discuss it.

On Friday, the Kremlin accused Ukraine of launching a helicopter attack on a fuel depot on Russian soil.

Ukraine denied responsibility for the fiery blast at the civilian oil storage facility on the outskirts of the city of Belgorod, about 16 miles from the Ukraine border. If Moscow's claim is confirmed, it would be the war's first known attack in which Ukrainian aircraft penetrated Russian airspace.



"It's still not possible to return to normal life, as it used to be, even at the territories that we are taking back after the fighting," Ukrainian President Volodymyr Zelenskyy said. UKRAINIAN PRESIDENTIAL PRESS OFFICE VIA AP

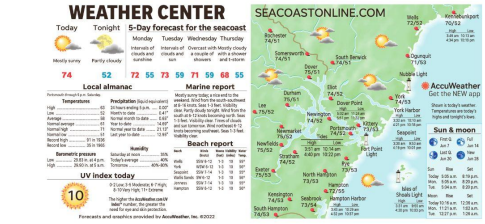


Soldiers carry the coffins of Sgt. Saturnino Reyes and Lt. Oliynyk Dmytro during their funeral ceremony in Lviv, western Ukraine. NARIMAN EL-MOFTYOF





WEATHER CENTER



Mayes

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Individual stocks, stock mutual funds or exchange-traded-funds) is kind to your Roth IRA. You pay tax this year on the value of the shares moved over, but you lock in today's tax rate and future growth can be withdrawn tax-free after the Roth holding requirements are met.

Another tax strategy to consider when stocks are down is tax-loss harvesting. This approach is designed to maintain an existing investment allocation but gather losses that can be used to offset realized capital gains (or gains that may be distributed by mutual funds). Losses not used to offset capital gains can be used to offset ordinary income (up to $3,000) with any excess carried forward to future tax years.

David T. Mayes is a Certified Financial Planner professional and IRS Enrolled Three Bearings Fiduciary Advisors, Inc., a fee-only advisory firm in Hampton. He can be reached at (603) 926-2772 or david@threebearings.com.

Ducharme

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should mulch be deposited and spread? 2", 3", 4"?

● Will they fertilize? If so, when?

● Have spring cleanup (debris and downed branches) done no later than the beginning of May.

● Are they to clear leaves in the fall? If so, make it as late as possible as leaves fall at different times, unless you want to pay more and have them appear biweekly through October and November.

● Have language that walkways and paved areas shall be clear of clippings after every mowing.

● Do you want them to edge around beds, roadway edges? Parking lots?

● Will they be pruning? When they do depends upon what types of trees/bushes you have on site. Do some research and see when would be best for the types you have.

● You should have language that notes that they are to maintain anything they plant until the end of the fall season and replace the plantings if they do not take.

● Make sure the contract reads either they will be paid after the completion of work done for the month, but will receive payment no later than the last day of the month or have been paid in full on the 20th of the month for the following month's work. If the company was too many, have their own contracts that require you to pay them up front on the first of the month, and if not done, they won't appear on site until paid. Void that contract.

● Have a 60-day out clause, for either party, upon 30 or 60 days' notice.

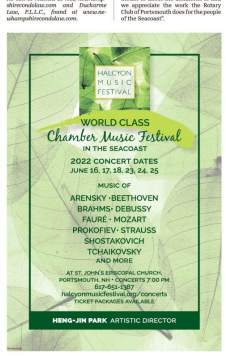
Attorney Robert E. Ducharme is a former teacher whose civil practice is limited to condominium law, primarily in Rockingham and Strafford counties. He can be reached at red@seacoastcondolaw.com and Ducharme Law, P.L.L.C., found at www.seacoastcondolaw.com.

Names

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The result of Exeter Subaru's and its customers' generosity was a check for $12,650 to the Rotary Club of Portsmouth. The Rotary club is a service organization of business people who raise money for local charities and, more recently, Overseas. Last year, the club, with its partners, raised $1.7 million and distributed that money into the Seacoast community. Beneficiaries of Rotary fundraising include homeless shelters, food banks, soup kitchens, schools, scholarships and hundreds of other organizations and causes. Rotary is 100% volunteer so every dollar donated to Rotary goes directly to the needs of the Seacoast community.

Exeter Subaru, a seacoast business that has been selling Subarus for decades, understands the value of giving back to its community, and this donation is the result of a partnership with the best-set community a better place to live. Rotary President Justin Finn, in accepting the check from Exeter Subarus, said: "Please, when you visit Exeter Subaru on Portsmouth Avenue in Stratham, thank them for their generosity to the community!" Darren Conte, general manager of Exeter Subaru, responded that "we are impressed and happy that our customers selected the Rotary Club of Portsmouth to direct the donations to and we appreciate the work the Rotary Club of Portsmouth does for the people of the Seacoast".



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