

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes April 12, 2017**

Carol Caro (presiding), Ruthann Dobek, John Seay, Aaron Seidman, Matt Weiss, Ruth Seidman (recording)

1. Newsletter.

- a. Feedback on Book Talk column in April issue in answer to question on whether this feature should be continued: "Yes! Yes! Please continue it!"
- b. Aaron noted that the color was not right on the print version of the April issue. Where it should be green, it is yellow. Carol will talk to the printer about this.
- c. Assignments, due April 20, were made for the May issue. We have already received a number of articles, including for the May 4 speaker on ageism, the membership event on May 18, a TRIPPS program (speaker from MIT AgeLab) on May 23, and the June 1 Creative Use of Extra Space program.

2. Public Relations. Elenore, Bea, and Matt have done extensive work in creating materials (press release, background information, and photos) to publicize the Reunion Project—the excellent exhibits now mounted at the Senior Center and Goddard House and the April receptions and programs. They have sent materials to nearly 50 media outlets and posted on a dozen websites. A notice, with photos, appeared in the West section of this past Sunday's Boston Globe and a piece has appeared in the Voice. We hope to have the Tab cover it with a story—we will follow up again on that.

3. Mailings. Vertical Response, the mailing service we use for the newsletter, does not handle attachments. Mail Chimp may be better for some of our needs, so we will use this for the email notice on the May 18 membership event, and see how it goes.

4. Education Report. Future events (some of these are not specifically BrooklineCAN events, but we should be aware of them), beyond those we have been discussing for the newsletter, include:

- a. The Senior Center shredding event on June 5, 1:00-4:00 pm. This will be a truck with a shredding machine in front of the building and a one-hour talk on identity theft. Julie Washburn is the contact.
- b. Goddard House June 15. Olive Oil Talk and Tasting event with owners of Brookline store the Olive Connection.
- c. Goddard House program July 25: Speaker from BU on Managing Your Memory—will also be table to sign up for upcoming Alzheimer's fundraising walk.
- d. BrooklineCAN Annual Meeting, September 14.

- e. Fall program in conjunction with Coalition on Serious Illness. Laura Baber is the contact.
 - f. Senior Center Autumn Benefit, October 25.
5. Our Publicity Form is not working properly. It is supposed to result in sending out an email message to our newsletter mailing list, but it does not perform that last step. John and Aaron will be working to correct this.

NEXT MEETING: Wednesday, May 10, 2017 2:00 pm