

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes August 13, 2014

Carol Caro (presiding), John Seay, Elaine Mountleigh, Matt Weiss, Bea Mikulecky, Aaron Seidman, Elenore Parker, Matt Weiss, Ruth Seidman (recording)

1. **Newsletter.** Ruth distributed a list of proposed articles for the September issue. Assignments were made. Articles are due to Ruth and Carol by August 20.

No feedback from readers on summer issue request for ideas for “Brookline Treasures”.

New and old columns: When we have new material, we will include Deal of the Month, Getting There on the T, Senior Scene, and Brookline Treasures. Book Groups has probably run its course for the time being.

2. **Public Relations.** (Elenore)
 - a. **Press Releases:** Now that there is a group for this, Bea is doing the writing and Matt is responsible for distribution and follow-up.
 - b. **BrooklineCAN October 15 program**—Dr. Greenberg on “Nutritional Support for Optimal Aging”. Draft press release has been written. Ruth will get feedback to Elenore.
 - c. **September 17 BrooklineCAN Annual Meeting and Reception.** Elenore asked the annual meeting committee for information so that a press release can be written. She has questions about the material they sent her, so she will attend their 3:00 pm meeting today to get clarity on the plans. We also discussed how the event should be publicized, and Elenore will discuss this with the annual meeting committee today.
 - d. Public Relations is placing articles in “Senior News and Events” (the Senior Center newsletter). The August issue carried “Where You Go When You Gotta Go” about BrooklineCAN’s listing of public bathrooms.
 - e. Elenore is planning an article on the web site feature: “Automatic Doors in Brookline”, BrooklineCAN’s analysis of

condition and performance of automatic doors in various locations. The article will ask for feedback from readers—do they agree with the ratings? –and will be distributed to Senior News and Events and other media outlets.

3. **Web Site.** John has added a live link to our Twitter feed to the top page.

4. **Brookline Day**, September 14, Larz Anderson Park, 11:00 am -3:00 pm. As in previous years, there will be a BrooklineCAN table. Please contact Frank Caro to volunteer to cover one hour.

NEXT MEETING: THURSDAY, SEPTEMBER 11, 3:00 PM –NOTE DAY OF THE WEEK AND TIME ARE DIFFERENT FROM USUAL