

**Brookline Community Aging Network (BrooklineCAN)  
Communications Committee Minutes May 10, 2017**

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

1. **Newsletter.**
  - a. We have received some feedback from our readers: one very complimentary message on the May issue, and several recommendations for the Book Talk Column.
  - b. For the June issue, we will feature the news that the Age Friendly Cities series has won the BIG award for Show of the Year.
  
2. **Email Blasts.** We had a discussion on how best to handle email blasts. Ruth and Aaron will send wording to John to add to instructions already on the web site.
  
3. **Public Relations.**
  - a. Committee work resulted in coverage, with photos, in *Boston Globe West*, *Brookline Voice*, and a large article in the *Brookline Tab*. Kudos to Elenore, Bea, and Matt for their extensive work on this project.
  - b. The efforts of the committee would be helped if there were better ways of (1) getting the information we need from those who have items to publicize, (2) receiving the requests in a timely way, and (3) receiving guidance that an item is of particular importance. Regarding the first two issues, John reminded us that on the member section of the web site there is a **promotion request form** and a **recommended policy for promoting events and activities**. Steering Committee members (Elenore, John, Matt, and Ruth) will be bringing this up at the next Steering Committee meeting.
  - c. A question was raised on how to get information on the *Brookline Tab* calendar. Subsequent to the meeting, Matt signed on to the *Brookline Tab* events calendar and entered the May 18th event. Matt will now publish any future BrooklineCAN event.

**NEXT MEETING: WEDNESDAY JUNE 7 2:00 PM**

Note: This is the first rather than the second Wednesday of the month