

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes October 11, 2017

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

1. Current Matters.

- a. **Communications Committee Description.** We were asked to review and update the committee description. We changed the final sentence to read: “We are also looking for individuals with experience in website support, social media, graphic design, and Word Press.”
- b. **Keyboard Project.** We have been asked to publicize a request for testing a keyboard that helps people with hand tremors. We will carry an article on this in the November newsletter.
- c. **Updating sidebar on newsletter regarding the organization.** This is in response to a Steering Committee discussion on how to communicate the fact that BrooklineCAN is a volunteer organization, as contrasted with the Senior Center and the Council on Aging which are Town of Brookline functions. Molly Turlish sent Ruth and Carol a revised statement—the main change is the inclusion of the term “membership organization”. The committee agreed with the changes. Ruth will let Molly know, and will see that the revision goes into the November issue of the newsletter.
- d. **Process for review of flyers.** Regarding flyers announcing BrooklineCAN programs, we discussed the need to balance the desire to provide necessary information with the need for a readable, uncluttered presentation. We also discussed the need for the title to make clear the content of the program. Ruth will discuss this further with the drafter of the Education Committee event flyers.

2. Newsletter

- a. Assignments were made for the November issue. We will initiate a series on “The Power of Engagement”, this year’s theme. The first of these pieces will be on the League of Women Voters, one of the organizations that received an award at the annual meeting. Articles due to Carol and Ruth by October 20.

- b. In recent issues, the colors are not coming out correctly. Aaron will be in contact with the printer on this.

3. Public Relations.

- a. We commended Elenore for her extra effort in obtaining successful coverage of the Annual Meeting. When the Commonwealth Secretary of Elder Affairs unexpectedly came that evening and spoke, Elenore took photos and subsequently wrote an article about the entire event and submitted it to the Brookline TAB, which ran a half-page article with many photos in the September 28 issue.
- b. Related to 3.a., we discussed the need for ongoing photography coverage of BrooklineCAN events. Carol will follow up in investigating this.

NEXT MEETING: Wednesday, November 8, 2:30 pm