

DRAFT

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes October 16, 2014

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

1. **November Newsletter** assignments were made. Articles are due to Ruth and Carol by October 23. Please try to keep length to no more than 100 words.
2. **Discussion of format for printed newsletter.** At the September meeting, we agreed to look for ways to make the print version easier to read, and that Aaron would prepare mock-ups for this meeting with options. Meanwhile, for the October issue, Aaron removed the list of articles, and this has already created a small amount of added space.

So that the committee could discuss options for changes, Aaron and Ruth distributed examples of the September newsletter as originally printed in 10-point type, as well as in 11 and 12-point. Obviously, the larger the type-face, the fewer articles would fit in. We agreed that the 12-point was best and would be used for the November issue, and that we also would eliminate the “Dear Brookline Neighbor” letter and make an effort to keep the articles to 100 words or less.

Ideas for future articles:

- a. Spotlight on BrooklineCAN committees—one committee each issue. Ruth will contact Frank on this and see if she can ask committee chairs for input.
 - b. BrooklineCAN’s online presence: web site, Twitter, Facebook. This could be an article, and then later an informational box in later issues.
3. **Email Distribution of Newsletter.** (Aaron) Our Master List now contains over 1100 names, several hundred of which represent people who have unsubscribed, had their email bounce, or failed to enter a valid email address. We are allowed to send email to a maximum of 1000 addresses at a time. Last time we actually sent out 786 emails. There is a question whether all mailable addresses were

used or whether they were the mailable addresses from the first 1000 names on the list. Aaron will check with Vertical Response.

4. **Web Site.** Carol asked John to let us know how he wants content for the site submitted to him. He says: any way convenient, preferably as a Word document, and if possible put in the hyperlinks for web addresses—if requested, John will explain how to do this.

Next Meeting: Wednesday, November 12, 2:00 pm