

DRAFT

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes September 11, 2014

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

1. **Newsletter.** Ruth distributed a list of proposed articles for the October issue. Assignments were made. Articles are due to Ruth and Carol by September 22.

We received the following message on August 31: “Dear BrooklineCAN, Thank you for this very informative newsletter...and all you do for the Seniors in our town! I love the senior Deals. Thanks again, With appreciation, Karen Livingston”.

200 extra copies of the September issue were printed for distribution on Brookline Day and at the Annual Meeting and Reception.

2. **Table at Annual Meeting, September 17.** Carol, John, Bea, Elenore, and Ruth will staff the Communications Committee table from 5:00 to 6:00 pm. John will display the web site on his laptop. Carol will create posters with enlargements of the newsletter and the web site top page. Elenore will bring copies of articles we have placed in the press. We will also have small slips of paper with the web site URL.
3. **Education Committee Report** (Ruth).
 - a. The issue was raised and discussed of differentiating between the Senior Center and BrooklineCAN—this is still not clear to many in the general public. Ruthann Dobek told the committee how she clarifies this when speaking for groups, or being asked by individuals. The Communications Committee agreed that we need to find ways of addressing this issue. One suggestion, which Carol will follow up on, is to for Frank and Ruthann to write an opinion column for the Tab.
 - b. Final plans are being made for the October 15 talk by Dr. Greenblatt on Nutritional Support for Healthy Brain Function.

The spring program, March 26, will be Dr. Anita Hoffer's talk on Aging and Sexuality. Ruth also reported on a number of other topics and speakers under consideration for the future.

4. **Public Relations** (Elenore)

- a. Elenore wrote our committee section for the Annual Report (to be distributed at the Annual Meeting).
- b. Elenore has been sending material on BrooklineCAN to Maureen Cosgrove-Deery for the Senior Center newsletter.
- c. Idea for future publicity releases: stories about individual BrooklineCAN members and their backgrounds and interests, with quotes on what BrooklineCAN means to them
- d. We had a discussion on ways to improve the **appearance and readability of the print version of the newsletter**. Elenore would like us to use a larger type face size. Bea recommends that we remove the list of articles, thereby making more room for more readable text. The list of stories has a function in the electronic version, but most of the committee members think it is not necessary for a two-page paper publication. Ruth suggested that she and Aaron prepare a mock-up revision of the September issue and bring it to the next meeting for review and discussion.

5. **BIG**. BATV, Brookline Access TV now has a new name: **BIG, Brookline Interactive Group**, and a broader function (from the web site: "Our mission at BIG is to serve the Brookline community as an integrated media and technology education facility"). Frank Caro and Matt Weiss, on behalf of the Age-Friendly Committee met with Andrea Kaslow and they discussed collaborations on shows, events, and volunteers. BIG will televise the Annual Meeting, doing interviews with members, coverage of the displays during the hour before the program, and recording of the program itself.

6. **Web Site**. (John) Dynamic changes to the site: We had one picture on the top page for a long time. Now we have three pictures and these change regularly. Currently there is a banner with information on the upcoming annual meeting. There are many photos along with the text describing BrooklineCAN on the top page. We also have a Twitter feed and Facebook is mentioned. (Note: After the Annual

Meeting, John put a box with “Third Annual Reception a Success”, on the top page with links to the many photos that were taken.)

7. Reminder to come to **Brookline Day** on September 14 and help staff the BrooklineCAN table.

NEXT MEETING: Thursday, October 16, 3:00 pm