

Brookline Community Aging Network (BrooklineCAN) Communications Committee Minutes February 14, 2018

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

1. Future BrooklineCAN Events

-The **Dialog Starts Here: Hello Brookline**. Conversation game to discuss what matters most to each of us in the event of a serious illness or accident. Town-wide initiative coordinated by Center Communities of Brookline. BrooklineCAN is one of the “lead community partners”. Laura Baber of CCB is doing the main publicity.

Feb. 20. Coolidge Corner Library branch.

March 1. Main Library

April 3. Brookline Senior Center

April 13. Putterham Library branch.

-May 10. **Membership Committee event.**

-May 24. **Paula Span**, NY Times columnist: Writer of New Old Age blog. Helen Kass Memorial Program.

-Oct. 11. **Olivia Hoblitzelle**, author of *Aging with Wisdom*

<https://www.amazon.com/Aging-Wisdom-Reflections-Stories-Teachings/dp/1939681715>

2. We discussed possible articles and made assignments for the **March newsletter**. Articles due to Carol and Ruth by February 22.

3. Carol asked us to consider creating a **special issue** when we have a topic that is important to Brookline seniors and requires more extensive treatment than we can give with our format of short, informative pieces. The topic before us now relates to **housing issues and alternatives**. There are several initiatives now before the Town of Brookline related to housing, particularly, but not only, as it affects seniors. The committee agreed to pursue this project. The special issue would be in addition to the regular monthly newsletter.

4. Age-Friendly TV. The January show on BIG covers the Health Department's Emergency Preparedness Buddies Program. There is a link on the top page of the BrooklineCAN web site.

5. Public Relations.

- a. Elenore reported on two new press releases: (1) BrooklineCAN Launches Age-Friendly Business Program, and (2) March 8 program at the Public Library on "Ending Ageism"
- b. For the May 24 program (see #1 above), Ginny Mazur has prepared and vetted the text, and Carol will format the text into the BrooklineCAN template. Elenore and Bea will create a press release which Matt will place and follow up.

6. Web Site. We were all reminded to send press releases, program flyers, and other new material to John to add to the site.

NEXT MEETING: Wednesday, March 14, 2018 2:30 pm