

Brookline Community Aging Network (BrooklineCAN)

Communications Committee Minutes January 14, 2015

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

1. Newsletter.

Articles were assigned for the March issue, due February 18. The Education page will be the web feature of the month. We will have an article on the Professional Services Providers Group, either for March or later—Ruth will make arrangements. No problems brought to our attention regarding distribution of the e-version this month.

2. Public Relations.

- a. Matt will be doing a series of programs for BIG (Brookline community TV) on Livable Cities.
- b. Elenore will write a press release about the March 23 program on Sexuality and Aging.
- c. We discussed the idea of having a template for flyers on BrooklineCAN programs—particularly the two per year that we co-sponsor with Brookline Adult & Community Education. Elenore will discuss this with Ginny Mazur who coordinates these programs and then with Linda Cheren regarding possible help with graphics.

3. Website Update.

- a. Usage is down this month. We are not aware of any reason.
- b. We discussed Elenore's suggestion that we include local job ads as a public service and as a way of increasing traffic on the site.

4. Education Committee.

Ruth reported on upcoming programs: May 14, **Health Fair** at the Senior Center. Topic for this year is "Brain Health". July 15, **Third Party of the Century**, birthday party for Brookline residents age 99 and over. This will be a good topic for a press release. In the past the media has been happy to cover this event.

NEXT MEETING: Wednesday, March 11 2:00 pm