



**BROOKLINE COMMUNITY AGING NETWORK
(WWW.BROOKLINECAN.ORG)**

BrooklineCAN Communications Committee

Recommended Policy for Promoting Events and Activities

The BrooklineCAN Communications Committee is responsible for increasing visibility of the organization to its members, to other residents of Brookline, to the greater Boston community, and to networks of “village” movements throughout Massachusetts and beyond.

Because the Communications Committee believes it is important for BrooklineCAN to have a unified “look” and consistent message, we recommend that all BrooklineCAN committees share their promotional materials (flyers, news items, etc) with the Communications Committee. The Committee will review materials and make suggestions to the originating committee.

All promotional materials should use the most current **brooklineCAN** logo and ensure that the name of the organization (Brookline Community Aging Network) is prominent. Originators should send a draft of promotional material to the Communications Committee for review before it is copied and distributed.

All requests to the Communications Committee should be sent at least one week (7-days) prior to the time the sponsoring committee needs the materials. News releases should be requested one-month (30-days) prior to the event.

Members of the Communications Committee responsible for news releases, newsletter, flyer, website, etc. will review, edit, and/or, produce necessary materials and return them to the originating committee for acceptance or additional review.

The originating committee is responsible for distributing printed materials, such as flyers.

The Communications Committee media relations sub-committee is the **only group authorized to submit news releases on behalf of BrooklineCAN**. It will prepare the news release, formulate an appropriate media list for each release, and will distribute the release. Follow-up to media may be made by the Communication Committee with support from the originating committee.

All requests, questions, and materials should be sent to news@brooklinecan.org or to Carol Caro, chair of the Communications Committee. Carol may be contacted at carol.b.caro@gmail.com, telephone (617) 739-9228.

The attached form or a draft of the proposed communication should be used for all requests.

BrooklineCAN Communications Committee
Promotional Request – web, newsletter, press release

Form for promoting a BrooklineCAN event or activity:

Contact for information about the activity:

Name _____

Telephone _____ Email _____

Name of event _____

Date _____ Time _____ Location _____

Short Description (use additional paper if needed)

Name of Presenter or presenters _____

Co-sponsoring organization _____

Description of Co-sponsoring organization _____

Why this activity is newsworthy _____

Additional information _____

Please send this form, or a draft with the same information, to news@brooklinecan.org at least 30 days prior to the event or contact us if you have questions.

	Media	Lead time	Comment
<input type="checkbox"/>	Web site	1 day	May take longer if John is unavailable
<input type="checkbox"/>	Twitter and Facebook	1 day	May take longer if Matt is unavailable
<input type="checkbox"/>	BrooklineCAN Newsletter	18 th of the month*	Newsletters go out on the last day of the month
<input type="checkbox"/>	Press Release	6 weeks	There is no guarantee that it will be printed
<input type="checkbox"/>	Email blast	4 weeks	User rearely to avoid overloading readers
<input type="checkbox"/>	Senior News and Events	12 th of prior month	Monthly Senior Center print publication

*e.g. January 18th for February newsletter. Email will be sent January 31st.