

Communications Committee Meeting

Tuesday, March 30, 2021

Attendees: Barbara Halpern, Nancy Colman, Travis Oliver, Jennifer Breslow, Richard Vaughn

1. Enews
 - a. Changing the name of the enewsletter
 - b. "CCRA This Week (Date)" is nominated as the title
2. Headlines
 - a. Creating regular sections (i.e., Clean, Safe, and Green)
 - b. Travis is concerned about too many headlines. Barbara suggested reviewing the mission statement and followed that. Richard and Travis will review the mission statement.
 - c. Barbara suggested a meeting to brainstorm.
 - d. Nancy recommends using the CCQ as a guide
3. Budgeting for Communication
 - a. Travis to meet with Jonathan
 - b. Travis asked the committee to send an itemized list.
4. CCQ
 - a. Jennifer stated that Breslow posts the CCQ on SM. They assign each story to the CCQ on FB
 - b. Travis to following the readability and click-thru of the CCQ
 - c. Travis to create a blurb thanking those who read the CCQ
 - d. Ads for Merchant Partners
 - i. Jennifer noted that she spoke with board member Amy Jared to get ads or get a contact person to get the ads.
 - e. Budget money to print CCQ – Should we print additional copies?
 - i. Jennifer noted that the CCQ might have to change since articles/ads contain links.
 - ii. Travis noted that no one has asked for a printed copy. Nancy stated that a few people asked her.
 - iii. Printing the CCQ may be more trouble than it's worth.
 - iv. Travis to follow up with Amy for ads in the CCQ.
5. 75th Anniversary of CCRA
 - a. Barbara notified Nancy that we're doing a 75th Anniversary issue for the CCQ
 - b. Travis to contact the person who sent the material to Temple University archives.
6. Social Media
 - a. Dealing with the noise on the Square
 - i. Nancy recommends taking up a collection and "paying them to go away."
 - ii. Jennifer suggested tabling this for a few weeks to figure out a way to deal with this.