

**Brookline Community Aging Network (BrooklineCAN)
Communications Committee Minutes November 12, 2014**

Carol Caro (presiding), John Seay, Bea Mikulecky, Aaron Seidman, Elenore Parker, Linda Cheren, Ruth Seidman (recording)

1. **November Newsletter, Comments on Changes.** In response to recommendations from the committee, we produced this month's newsletter in larger type face (12-point) and no longer begin the first page with a Dear Brookline Neighbor letter. We have also removed the list of articles and the list of future stories from the first page of the print edition. The newsletter is now easier to read; the committee is happy with the changes, and we have received no complaints or comments about the removal of the Dear Neighbor introduction. We received a favorable message from a reader. Also, the lead article announced a November 3 public hearing on Senior Center parking, and the hearing had a good turnout.
2. **December Newsletter.** We distributed a list of proposed articles, added a few other topics, and made assignments. Articles are due to Carol and Ruth by November 21.
3. **"Spotlight on Committees"**—new feature for the newsletter, discussed at October meeting. Ruth emailed Frank Caro about the idea. Frank has shared this with the committee chairs. It will be discussed at Steering Committee next week. After that Ruth will develop a schedule so that one committee can be featured each month.
4. **Public Relations.** The editor of the Senior Center newsletter has a space each month for BrooklineCAN. Elenore, with assistance from Carol and Bea, will continue to make sure that the editor Maureen Cosgrove-Deery will have material. Bea will work on an article about the various BrooklineCAN committees.

We also discussed the role of the Communications Committee in having input for the content and presentation of BrooklineCAN print and online flyers, announcements, and other publicity materials. For next month's meeting, Ruth will bring examples of meeting announcements so that we can discuss this more explicitly.

5. **New Initiative—Stories of Senior Center Services.** Frank Caro and Ruthann Dobek have been discussing the idea of writing about Senior Center services with stories of individuals who are being helped by the center. Names of the individuals would not be used. These stories would be sent to media outlets (Brookline TAB, etc.). Information for the stories would come from the center's social workers and other staff. Carol and Elenore will follow up on this initiative as it develops.

Next Meeting: Wednesday, December 10, 2:00 pm