

June 19, 2017

Communications Team Annual Report 2016-2017

Team Membership, 2016-2017

Cynthia Brubaker, print Bulletin
Kathy Campbell, web site and team coordinator
Trish Farrington, publicity
Susan Millinger, e-Bulletin
Joan Temkin, Amherst Media
Etta Walsh, Facebook page

Print Bulletin: Four newsletters were published on our new quarterly schedule: Summer 2016 (May 2016), Fall 2016 (September), Winter 2017 (January), and Spring 2017 (April).

e-Bulletin: Eleven issues were published between June 2016 and May 2017. The time of month changed from early in the month to later in the month because of a Board decision that the e-bulletin should be published a week to 10 days after the monthly Board meeting.

Web site: One or two new front page articles are posted per month, in addition to items for the calendar of events. The most recent newsletter and e-bulletin can be accessed from the navigation bar on the front page; older issues are available under the Publications tab. The March Election Guide was produced using input obtained from candidates' input through the web site, and contact information for elected officials was updated following the election. The Book Sale is featured on the front page during June and July.

Facebook page: There have been about four postings per month this year, and the number of people following our Facebook page has more than doubled, to 117 as of mid-June. The number of unique viewers of our content peaked around the time of the Civics Fest at almost 300! Postings are usually based on information provided directly by LWVA Board members, but occasionally use items from the print Bulletin or e-Bulletin.

Publicity: Announcements for our community events, from Brown Bag Lunches to study groups like Energy and Health Care to Candidates' Night and CivicsFest, were sent to all five area newspapers as well as town website and Chamber of Commerce calendars. Candidates' Night and CivicsFest posters were placed all over town, including at the Center for New Americans. Several letters to the editor, despite being cleverly written, were not published. Information sent to Phyllis Lehrer and Scott Merzbach were included in their columns, but short articles sent to Scott were not. We paid for an ad in Hampshire Life for the CivicsFest and I got positive feedback. I think we might put in more paid ads for particularly important announcements. The book sale has its own publicity thrust. We got a good write-up about the book sale by Diane Letterman (Springfield Republican) in July 2016.

Amherst Media: No shows in the series "Let's Talk About It" were produced this year.