

NORTH YARMOUTH COMMUNICATIONS ADVISORY COMMITTEE

May 6, 2018

Minutes

Attending: Christian Edmondson, Katie Murphy, Peg Leonard, Kathy Whittier

Minutes of previous meeting: Accepted as printed.

OLD AND NEW BUSINESS

Last newsletter: There was discussion of scheduling and problems with getting material on time. Our goal is to produce newsletters in a timely manner based on content – our deadlines are driven by events that we are publicizing. After the last newsletter, Jenny Tuemmler said that she would be willing to help with assignments, and Sue Pyncheon is on board for the next newsletter. One other person also spoke to Katie.

Next newsletter: Because of the important stuff on the ballot 6/12, Kathy (and Donna Palmer for LWNy) discussed producing another newsletter that would be mailed to town residents by 6/7, in time for the election. Items on the ballot would be our leads. There was also discussion of a Candidates' Night, but because all seats are unopposed, we decided to include information in a newsletter rather than set up a Candidates' Night. There was discussion of using blurbs on Channel 2 for the candidates. For future newsletters, aim for a lead article each time. We should also schedule newsletters for a fiscal year so we know ahead of time what to do.

August newsletter (subject to revision based on content):

Publication date (mailed to residents): August 23

Date to printer: August 20

Corrections: August 18-19

Review process: August 12-17

Production: August 5-11

Articles due: August 3

Kathy will set up a schedule through June 30, 2019, again subject to revision based on content.

There was also discussion of Town Meeting and discussion of whether to recommend tweaks to the website or wait – decided to wait.

Next meeting: Friday, June 1, 7:30 am, Downstairs Meeting Room