

March PR Marketing and Media Committee Notes

Attendees

Agenda

1. **Welcome**
 - a. Ice Breaker
2. **LinkedIn/Website Content Generation**
 - a. LinkedIn op-eds — anyone interested in writing one?
 - b. Interviews with Black professionals in the DC area
 - i. Update on check-ins with alumni groups (Lynne and Reese)
 - ii. How else might we reach accomplished professionals in the area?
3. **Social Media Analytics**
 - a. Insights from Tableau analysis
 - b. <https://public.tableau.com/profile/keith.chaney#!/vizhome/TNSocialMediaAnalys/s/TNDashboard>
4. **Skill Sets and Inventory**
 - a. Still looking for others interested in graphic design, photography, video production, content creation, etc. — social media curation
 - b. Doodle polls of Insta Polls to get members to attend events
 - c. Equipment use (microphones, tripods, etc.)
 - i. Add items to the inventory list
 - d. ~~Document Request for graphic designs.~~
 - e. Use up to date photos. Create stock images. Take on-the-spot stock pictures
 - i. Find black stock photos (createherstock.com).
 - ii. Potentially take stock photos at the GBM
5. **Magazine**
 - a. Content updates
 - i. Housing article
 1. Candice has two interviews ready for us by April 1
 2. Will try to leverage the audio for podcast use.
 - ii. Wellness article
 - iii. STEAM feature
 - iv. Highlighting new members (“where are TN members from?”)
 - b. Ideas for additional content
 - i. [@Allie S](#) to send an email to writers to ask them how they are doing
 - ii. [@Allie S](#) will email Candace about sending a “request for content” email to the membership
 - iii. Candice just recorded her interview about housing and can send it to us for hosting on Soundcloud

6. **TN Podcast**

- a. March 15 podcast subcommittee meeting agenda:
 - i. Podcast format
 - ii. Assign roles
 - iii. Select a Soundcloud tier
 - iv. Acquire equipment
 - v. Pick the topic areas and number of episodes
 - vi. Determine recording dates
- b. Meeting will take place in the library
- c. Roles people are interested in:
 - i. Lynne: host
 - ii. Reese: engineering consultant
 - iii. Candice: production
 - iv. Antoine: host
- d. Updates from Roland (GWUL)

7. **“For the Culture” newsletter**

- a. Include information about the following topics:
 - i. Hot/new black-owned restaurants in DC
 - ii. Updates on local policy changes
 - iii. Black cultural events in the DMV
- b. Released monthly
- c. Similar to LinkedIn “Run Down”
- d. Where might we source this content?

8. **Working with other committees**

- a. Civic Engagement requested promotion/ideas for quick-turn op-eds about policy issues

9. **Upcoming Events**

- a. March 15th - Podcast subcommittee meeting
- b. March 15th - Lead4Life (6:00 PM - 7:30 PM | 11 Wood Lane Rockville, MD)
- c. March 16th - GWUL Gala + Soiree Noir Afterparty (Reagan Building | 1300 Pennsylvania Ave NW, Washington, DC 20004)
- d. March 24th - Food Pantry Distribution (GWUL)
- e. March 22nd - March GBM “Let’s Talk Series: Sexual Abuse + Black Community” (Frank D. Reeves, 2000 14th St NW, Washington, DC 20009)
 - i. Need someone to livestream the GBM panel
 - ii. Flyer for promotion
- f. March 31st: Rep your Team March Madness Watch Party (Location available to members only)
- g. Event Needs List: https://docs.google.com/spreadsheets/d/1L8Z-jZVp8_SB8GJ35-oSh7Fq73-e8ufiBiWCXWV0Jc