

## May PR Marketing and Media Committee Notes

**Attendees: Reese Bland, Matt Vaden, Brandon Briscoe, Allie Saizan, Sylvester Ezeani, Megan Stamper**

**Date: May 8, 2018**

### Agenda

#### Welcome

- Ice Breaker - Name, TN tenure, Excited about this summer
- Affiliate Champion Leadership Award for Communications at LPC. Yay Us!!!

#### Upcoming Elections (August 2018)

- Election committee has been formed
- Ideas for sharing information about the candidates and TN elections
  - "Meet the Candidates" Video
  - Interviews for podcast
  - Social media graphics that inform about candidates or the TN election process
  - A webpage or mailer as well?
- Timeline
  - **May**, we need want to start generating buzz around elections and spark interest from potential candidates.
    - Create an email communications announcing that elections are going on (through Wild Apricot)
  - **June** will entail much of this, but also educating interests about qualifications and capabilities.
    - Brandon will do flyers
    - Megan can draft the email
    - Reese + Matt will create informational videos. Sylvester will confirm with Wainie the hardset date of By-Law review
  - **July** more of June items and items and promoting nominations.
  - **August** candidate push
- Create a website with videos and information.
  - Sylvester will prepare drafts of Election Website

#### **Hackathon (Friday July 20, 7-9:30pm and Saturday July 21, 8am-8pm)**

- Promo items: t-shirts, stickers, canvas bags, etc. What are other items we can have for the hackathon?

- Water bottles, pens, mouse pad, coffee mug
  - Shelly Bell for or “Mess In a Bottle” for t-shirts
- We will use the same logo as last year, but if you would like to redesign let us know.
- Website Design
  - Last year’s site: <https://thursdaynetwork.github.io/UNhackthevote2017/>
  - [@Matthew V](#) is leading the redesign this year’s website.
    - If you would like to get your hands on making graphics, writing content and coding, get in contact with Matt.
- Snapchat filter - Reese and Brandon
- Promo video - Reese
- Post throwback photos of last year’s event - Sylvester

## **Digital Magazine**

- Looking for the following:
  - Proofreaders (you would receive the articles as Word documents)
    - Erica will proofread
  - Writer for NDOS article (we have the videos- you summarize!)

## **“Almost Friday” - TN Podcast**

- Next content generation meeting is scheduled for May 15
- If you want to get involved, visit the [Trello page](#)
- Podcast Host
  - Rotating roster of: Whitney Smith, Ameshia Cross, and Keith Chaney
- Podcasting Equipment
  - Equipment has been ordered!
- Boilerplate topics
  - DC Black History You Didn’t Know
  - Adulting 101
- Interview topics
  - We have reached out to the Future Foundation, Keep DC 4 Me, Prince George’s African American History Museum, and DC Free Minds Book Club
  - So far, the Future Foundation is interested and has gotten back to us
  - The first episode will be a “getting to know you” with the hosts
  - Future topics include: interviews with TN election candidates, overview of the DC primaries, interviews with notable TN members
- To-do
  - Purchase SoundCloud upgraded account - Sylvester

## **Linked In Op Eds (<http://bit.ly/TNLinkedInForm>)**

- We have received interest in writing articles from Megan Stamper, Brandon Briscoe, and Ashleigh Tillman.
- Great Tips for writing LinkedIn articles: <https://okdork.com/linkedin-publishing-success/>
- Will send out another mailer.
- Ideas: *How To's* and *Top 10's* work really well.

## **New Ideas**

- Foam Board - Reese is willing to take on the tasks. Allie will Send out the information.
- Spotlight the black-owned businesses from the recent Instagram post. Coordinate with Angeline.

## **Upcoming Events**

- **LPC Finale Mixer**
  - Thursday May 10 at | 6pm - 10pm | Local 16
- **YBGB Transplant Party**
  - Friday May 11 | 5pm - 9pm | Sudhouse DC
- **School to Prison Pipeline Panel**
  - Wednesday May 16th | 6pm - 8pm | New America (740 15th St NW #900)
- **New Member Orientation**
  - May 12 | 10:45am-1:00pm | Greater Washington Urban League
- **Food Pantry Distribution**
  - May 12 | 10am-10:30am | Greater Washington Urban League
- **Sports Jam: Wakanda**
  - Saturday May 19th | 1:30pm - 4:30pm | Turkey Thicket Rec
- **TN Open House**
  - Wednesday May 16th | 7pm - 8pm | Greater Washington Urban League
- **Lead4Life**
  - May 17th | 6pm - 7:30pm | 11 Wood Ln, Rockville MD
  - Sign-up: [bit.ly/TNL4L](http://bit.ly/TNL4L)
- **General Body Meeting**
  - May 24th | 6:30pm - 8:30pm | Reeves Center (tentative)

## **Misc.**

- [Event Needs List](#)

## Notes

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