

# VCAM Marketing Committee Minutes

Friday, October 14<sup>th</sup>, 2011

## Attendance & Call to Order

The meeting was called to order shortly after 11:40am by Selene Colburn.

In attendance: Seth Mobley (Operations Director), Selene Colburn, and Bradley Holt.

Missing: Bryan Agran, Michael Kurt, and Chris Evans.

## Public Comment

No members of the public were present.

## Goals for Marketing Efforts

- Attract funders; by promoting services that they value (should target by type of donor)
- Increase usage of specific service offerings
- Increase the number of members, users, and producers
- Build a base of political support and advocacy
- Discover new potential offerings based on two-way communications
- Grow audience for individual programs (but with producers as proxies)
- distinguish service offerings and core mission from other access centers (to attract funders and political support and to not confuse end-user)
  - strengthening individual identity (branding, tri-access center)
  - co-branding with other access centers
- engage new audiences (to create high quality content and curate content that demonstrates the value of VCAM): demonstrating essential value to the community through more proactive relationships
- drive partnerships with other organizations

## Possible Audiences

- People in service area
  - new Americans
  - seniors
  - other specific segments
  - disability community
  - college students

- college faculty
- veterans

- People who watch VCAM
- Members
- Users (advocacy)
- Producers
- Non-Profit Organizations
  - resources and services more accessible within a time crunch
  - joint marketing with organizations that have used VCAM services
- Educational Institutions
  - Media Departments
- Municipal and State Departments
  - event coverage
- VCAM Staff
- Partner Stations
- Libraries
- Politicians
- PSB/Department
- Telecom Companies
- Artists and Arts Organizations
- Faith-Based Communities
- Individual Small Donors
- Individual Large Donors
- Institutional Donors/Grants

## **Misc.**

- proactively generating content around specific issues
- policy around curation and/or creation of content would be helpful
- need both quantitative and qualitative metrics

## **New Business**

No new business.

## **Next Committee Meeting**

The next VCAM Marketing Committee meeting will be on Friday, November 11th, 2011 at 11:30am.

## **Adjournment**

The meeting was adjourned at 1:15pm.