

Marketing Meeting Notes - 03-31-2017 - Mark Johnson, Chair

Attendees: Stephanie Rogall, Bob Drabik, Ed Westell, Larry Anderson, Maggie Wright, Andrea Kaiser, Steve Hotvedt, Julie Creed

This was a brainstorming session that followed a get-to-know-you, and a quick background by Maggie.

The brainstorming produced comments that indicated Marketing related to the Broadcast Club and the KSCWs could mean a variety of things so one of the jobs of the group is to produce a draft document that lays out the ideas we generated, and provides some detail on procedures we feel need to be followed to be most effective in moving the Club, the radio station, and the internet program forward.

The members agreed to craft the consensus comments, and point out where there needs to be lines drawn between the role of the marketing committee and the other functions and authorities of the Club. Those comments will be developed by each member sending Mark his/her thoughts as a result of the meeting brainstorming, and then they will be collated into a draft report to the club president for review and comments.

The group did not pick a 'next meeting' since much of the initial work could be done by e-mail. John will be away until after May 5th but will be at the April 10th ReCap meeting for committee chairs with a progress report.

John thanks all the members who attended for their patience and determination to make the committee's work useful to the Club, its members, and its audiences.

Reported by Mark Johnson to Linda Campbell