# **Minutes for Media and Website Meeting 25 August 2021**

## **Agenda:**

* Discussion of what areas need to be on website, plus logo (Kelly):
  + **Kelly will work on the logo for Animal Companions of Las Cruces. We discussed that as also applying to the hospital name down the road so same logo.**
  + **None of the website team were present, but we did discuss the need for a Mission statement from me up front, writing about/home page, a way to donate, progress page and photos, way for others to contact us, team members**
* Website group go into breakout room for planning: **none present**
* Communications team split up tasks
  + Las Cruces Sun News: **Dawn will contact the editor, Lucas Peerman, to let him know what has happened since her editorial in June and try to entice them to do a story.**
  + Las Cruces Bulletin: **Kelly will contact Claire Frohs, Sr. Marketing Consultant, since they are acquainted, talk about what we are doing and suggest this might be a story to take to the editorial staff.**
  + Dog Cruces Magazine: **Dawn reached out and is waiting to hear if there is a response. She is unsure if they are still publishing, but she did ask if they are using other media avenues for news stories.**
  + **Added reaching out to Neighbors magazine, which is a 100-page monthly. Kelly does work for them. She sent emailed publisher & editor Cheryl Fallstead, who wants to talk with Dawn. Dawn will connect with Cheryl.**
  + What about radio/TV—at what point? **We discussed that print will come first, which often gets the attention of broadcasting. Hutton Broadcasting owns Neighbors and the site lascruces.com, so if Neighbors runs a story it might alert the other formats. We also discussed Bart’s career in broadcasting and film and whether he might have good contacts to mine at the appropriate time.**
  + Working on how to communicate with veterinarians and city (document)
    - Look: **Kelly will work on the design of our documents so that they have visual appeal and directly connect to the viewer/reader.**
    - Initial Content: **Dawn will plug in written content for the areas Kelly develops. We also discussed using a photo of the working team, perhaps a shot of Dawn with or without her dogs.**
    - Timing: **We agreed that this should wait for our data since we want the mission, working ideas and data to share in a way that will relieve and entice the veterinarians and the city.**
  + Working on how to communicate with other animal support organizations in area (same questions as above): **We agreed that this endeavor should be welcomed by all area animal support groups and that we should share the same info as that above with them, work in solidarity. We can begin conversations with them now as people know them. Dawn spoke with people at Second Chance yesterday, which is connected with Action Programs for Animals. Kelly provided the names of other leaders who likely would be supportive: Toby Turpin of APA and Beth Royal of Safe Haven. It is worth noting that Kelly’s husband, Mike Carvlin, is on the board of Safe Haven.**

**Final note, Dawn will send minutes to the two teams and hope that they can meet together in the future at a time they suggest might work (5:30 pm time on another day) or connect via email about planning and tasks.**

## **Communications & Media:**

* Dawn Duncan**--present**
* Kelly Carvlin (visual and writing, logo, brochures, etc.)**—present**
* Bart Polin (sales pitch to vet schools and locals)**—absent but sent note**

## **Website Development:** (with input from Communications & Media team),

* Steve McIlree**—absent**
* Miguel Marquez**—absent**
* Bonnie Doman**—absent**