

11/10 VCLN Workshop

Growing Participation through Effective Outreach – Chat from Zoom Call

WHO'S ON THE CALL?

Jon Copans : Jon Copans, Montpelier, VT Council on Rural Development

Michael Wood-Lewis, FPF : Good morning everyone. This is Michael Wood-Lewis from Front Porch Forum (Burlington).

Danielle Smith, Salvation Farms (she/her) : Good morning everyone! Joining from Hyde Park and here representing Salvat

Nancy LaRowe : Hi All- Nancy LaRowe, Vital Communities based in White River Junction, Zooming in from Norwich

Rebecca Bailey : Hi! I'm Rebecca Bailey, Communications Manager for Vital Communities, WRJ VT

Betsy Fournier : Betsy Fournier - Swanton - RISEVT Project Manager& Swanton Enhancement Project Co-Chair

Diana Wood : Diana Wood - Marketing & Outreach Manager for the Burlington Parks, Recreation & Waterfront Department

Kati Gallagher : Good morning! Kati Gallagher with the Mad River Valley Planning District

Phyllis Ershowsky : Good morning - my name is Phyllis, a public relations consultant in Florence - I am here on behalf

Tia Poalino : Seasons Greetings from Tia at the Rutland Free Clinic

Kerry Swift : Good morning, Kerry Swift, Burlington and UVM Innovations

Melissa Levy : Melissa Levy, Hinesburg Economic Development Committee and rural economic development consultant for Co

Lindsey Berk : hi all- Lindsey Berk, ACORN (Addison County Relocalization Network), calling in from Brandon

Carolyn Stevens : Carolyn Stevens Northfield - Nfld Mutual Aid Task Force, NCDN, CERV

Andrew McKeever : Andrew McKeever, news director, GNAT-TV

Rob Schultz (he, him) : Rob Schultz, Vital Communities, White River Junction

Katherine Stamper : Good Morning Everyone---Katherine Stamper here from Vermont Adult Learning!

Rob Gaiotti : Rob Gaiotti, Town of Dorset

Gina VAL/SWFI (she, her) : Good morning! Gina Pandolfo (she, her) from Vermont Adult Learning & the Strengthening Work

Amy Howlett : Morning, Amy Howlett from Saxtons River/Rockingham

Jenna Koloski : Morning everyone! Jenna Koloski here. I work with VCRD and live in Huntington

Rebecca Johnston : Good morning everyone! My name is Becky and I work at the Bixby Library in Vergennes!

Guy Payne : Good Morning, I'm Guy Payne from Saxtons River, Energy Committee and Planning Commission.

Alison Spasyk : Alison Spasyk (she/her) from Vermont Works for Women, in Winooski, VT

Susan Westa : Sue Westa, Windham Regional Commission in Brattleboro

Jason Finley : Jason Finley, Career Development Coordinator. Randolph Technical Career Center

Wilda L. White : Wilda White, MadFreedom, Inc., Poultney, VT

Michelle McCutcheon-Schour : Morning everyone, Michelle McCutcheon-Schour here from Efficiency Vermont!

Carmina Garcidealba : Carmina Garcidealba, Outreach Specialist, Southeast Vermont, Vermont 211

Nicole Draper : Good Morning everyone! Nicole Draper here, representative for the Town of Swanton selectboard, Swanton

Patricia M Sears : Good morning, how are you doing, today? NEKTI Consulting is my biz and am one of the leaders of the

Val Stori : Good morning! Val Stori here; I live in Uderhill and sit on he Underhill Planning Commission.

Nick Kramer, VCRD : Here's the link to the Leadership Network Homepage: www.vtrural.org/leadership

Nick Kramer, VCRD : Link to the Leadership Guide:

Gary Deziel : Good morning! Gary Deziel, UVM Extension, Saint Albans; also Town of Georgia, public library

Michael Hoffman : mike hoffman, farmer CEO, Heartstormvt.com

RESOURCES / PARTNER CONTACT INFO

Nick Kramer (He/His) : New & improved Leadership homepage: www.vtrural.org/leadership. Link to online pdf of the Leadership Guide: www.vtrural.org/leadership/guide. You can also request a printed copy by email any one of us, or info@vtrural.org.

Nick Kramer (He/His) : Here's the link to register for the informal, VCLN lunch break Jon mentioned in his opening remarks. First one December 17th:

<https://us02web.zoom.us/meeting/register/tZcsceisqzwjGNNzhP6s0TEqBo1fc2ZyLpBL>

Lynn Espey - FPF : Our pitch in page: <https://frontporchforum.com/about-us/pitch-in>

Lynn Espey - FPF : <http://blog.frontporchforum.com/>

Lynn Espey - FPF : Reach out to us at outreach@frontporchforum.com with any questions

Lynn Espey - FPF : A great in-depth article on FPF: <https://www.theverge.com/2019/1/24/18129437/front-porch-forum-verm>

Lynn Espey - FPF : Why FPF? <https://frontporchforum.com/uploads/Why%20FPF.pdf>

Jon Copans : Vermont Media Exchange - <http://vermontaccess.net/member-resources/vmx/>

Rob Schultz (he, him) : Vital Communities Lists: <https://vitalcommunities.org/community-discussion-lists/>

Andrew McKeever : for Vermont media exchange: email vmx@vermontaccess.net

DISCUSSION

Michael Hoffman : front porch is my local go to when I want anything to find, buy or sell.

Phyllis Ershowsky : A message on Front Porch Forum just resulted in a great lead for an intern for spring semester for

Lindsey Berk, s/h, ACORN : ACORN uses FPF a lot! Both free postings and ads. I ask our Board to post to their separate

Spoon Agave : Last important point that Jon made was the importance of local control. First presenter runs "communication" site that no one has any control over. Do we find ourselves "believing" because presenter wears clothes like us and sounds very nice? Bill Gates, Zuckerberg et all always appear in public in sweaters and jeans and sound just like a guy you want to have a beer with.

Rebecca Copans : How do local access media gauge viewership? How do channels drive viewership?

Gina VAL/SWFI (she, her) : What's the camera stabilizer gizmo called, again?

Lynn Espey - FPF : A gimbal

Gina VAL/SWFI (she, her) : Thank you

Phyllis Ershowsky : I still use my desk copy!

Diana Wood : good tips!

Katherine Stamper : And single spaces between sentences!

Patricia M Sears : Build your 'rolodex' of media and best contacts per subject, establish relationship, nourish relationship into partnership and you will be on their list 'to call' for news in your community.

Jon Copans : Great advice Trish!

Betsy Fournier : What format do you use to create your newsletter ? (Mail Chimp)

Betsy Fournier : Thank you

Carolyn Stevens. NCDN : how best to reach folks without computers?

Spoon Agave : What is an informed public informed about?

Mary L COLLINS : What is the statistical evidence of your effectiveness? This is for each of the presenters.

Diana Wood : Any advice on the best tools to reach non-English speaking folks in VT?

Lindsey Berk, s/h, ACORN : Also, folks who aren't online!

Tia Poalino : We find there is still a need to reach people who do not have internet/email...

Katherine Stamper : We have a free translation tool on our website. We use ELL students to create bilingual social media posts.

Spoon Agave : Should at least one channel of communication be supported by the state, like a "public good?" Or quasi public like public tv? One presenter shows a smart phone and refers to it as a simple tool. But what does it cost?

Andrew McKeever : We've found that our cable channels are one way that non -internet folks get info

Patricia M Sears : Have to run ... TY so much for this session with news & reminders on how to be most impactful with connecting and communications. Onward with CHEERS.

Katherine Stamper : Thanks...This was helpful....sorry to miss the chat!

Gina VAL/SWFI (she, her) : Thank you all so much!

Diana Wood : gotta run! thanks everyone!

Rob Schultz (he, him) : I'm signing off!

Michael Wood-Lewis, FPF : Thanks to VCRD for organizing and hosting today. Glad to have this conversation with this g

Spoon Agave : Does our citizenry want to be informed? What do they want to be informed about? Do any of the existing channels satisfy these needs?

Jon Copans : jon@vtrural.org

Michelle McCutcheon-Schour : People in our group wanted more information on starting a newsletter, what tools people use?

Rebecca Johnston : Thank you to VCRD and everyone for the informative session!

Guy Payne : Thanks Jon and all the speakers. Very helpful information.

Mary L COLLINS : Thank you, Jon, for hosting and to the guests for sharing your knowledge with us. Much appreciated. If anyone in or breakout would like to reach me: mlcollinscom@gmail.com. Good to have made your acquaintance!