

AAUW NC Communications Team Report

Prepared for Convention, April 20-22, 2007

I. Newsletter

- The state newsletter, the **Tar Heel News**, was revamped to an 8.5x11” format. This makes it more convenient for members to download the PDF version from the web site. Now that the electronic version is readily available we have experimented with ways to trim our mailing costs – sending to fewer out-of-state leaders and sending one issue to a limited number of in-state members (just branch and state officers). For 07-08, we plan to send only one of the issues to the members-at-large.
- We applied for and were granted an authorization for non-profit mailing rate privileges. This will be used to supplement the **Tar Heel News** with, for instance, more focused mailings to the at-large members.
- The summer issue of the **Tar Heel News** included reports from convention workshops and other sessions. The fall issue had the directory and notes on the plans of the new teams, The winter issue, the abbreviated edition, included the new state public policy program and a discussion of changing convention. The spring issue was packed with information about Convention and included an excellent article from Mary Peterson on AAUW's history.

II. Web site and other electronic communications

- The second year of the “blog” (<http://news.aauwnc.org>) saw the following successes -
 - More members participated by posting information
 - Some branches started to post about their key events
 - Two branches (Asheville, Raleigh/Wake County) converted their web sites to ones based on the blog software and hosted at the AAUW NC web service
 - RSS training at the fall meeting introduced strategies to several members
 - The AAUW NC public policy headlines were republished at ncwu.org/news
 - The blog allowed for easy reposting of headlines in e-newsletter format
- The move to the new web hosting platform continues, but slowly.
 - New mailing lists for branch presidents and state officers were created on the new system.

III. Publicity

- Several branches/individuals took advantage of public radio “day sponsorships” to get AAUW's name on-air mentions on the 125th anniversary. Announcements were heard in Asheville, the Triangle, and the area served by Public Radio East.
- Publicity for the Juvenile Literature Award was limited, but AAUW information was distributed to the attendees at the meeting where it was presented.
- Adding the Agenda Assembly component to the fall meeting gave a hook for press releases for that event. Recommendation, though, is to pay for advertising for events like this in the future.
- Branches were provided with templates for a media release on the Convention and the announcement of the new pay equity research report.