

COMMUNICATIONS COMMITTEE

Of Florida Humanities

Minutes of ZOOM Meeting of September 1, 2021

Members Present: Frank Biafora, Jose Garcia-Pedrosa (chair), Linda Marcelli, and Dan Denton

Staff Present: Nashid Madyun, Lashonda Curry, Brooke Dressler, Mara Utterback

The meeting was called to order at 12:05 P.M. and began with the approval of the minutes of the Committee's previous meeting on May 11, 2021.

1. Introductions:

Lashonda Curry

Review of September Meeting Minutes (May 11, 2021)

Update on Communications Activities since May 2021 (Nashid)

1. Annual Report
 - Preparing digital format
 - Allow links, videos, embedded, update YouTube
 - End of year giving push
2. Membership Program
 - Dan: restructuring donor list, annual donor gift
 - Printed 11 – 12,000 copies of FORUM
 - Under 1, 000 are donors
 - Anxiety around state board funding
 - Cost of magazine
 - Find pathway to 67 counties in FL
 - Individual funding develop strategy
 - 50th anniversary 2023, generate revenue
 - Levels of membership
 - Nahid: 3 issues/year by May 2022
 - Minimum membership \$35
3. Florida Humanities ARP Funding
 - Very successful, 2 million, 10% admin costs

- Distribute to non profits
 - Partnership with Dan Brown consulting, mixed digital, media
 - 1.3 – 1.4 million in applications
 - Nashid will send updated ARP to board members

4. Program Promotion

- Press release coming out timely
- Frequent newsletters
- Portions of FORUM online for teachers to access
- Highlight Podcast
- Structure articles, click link
- Unbundle, get info out to Google and libraries
- Develop search feature
- Digitalizing archive issues
- Strengthen FHC brand, Poynter Institute

5. A: Projects FORUM

- 14 Charlie awards
- State of magazine, new editor Pam Daniels
- 4 issues, NEH put call out for funding, 50,000 for funding
- “More Perfect Union” Issue

5. B: Projects Thematic Ideas

- Preservation of water, elements, ethnicity, geography
- Possible issue themes: pirates, East coast, music, flights, space, planes, aviation, farming, food, fishing. immigration, Cuba diversity, mermaids, sports
- Nashid: will work toward annual plans, funding issues, working on ideas
- Black beard festival, panel discussions, costumes worn

6. Website and Social Media

- Lennox working on website, Revamping information online
- ARP information and webinars
- Updates to come by 9/24 Board meeting from Lashonda regarding social media

7. 2023 Anniversary Special Project

- All articles coming from archives, themes,
- In every issue feature, literature, nature, baseball etc,
- Staff job descriptions, organizational chart

Meeting adjourned at 1:10 PM



Read on for info on staff changes with the magazine, updates on our big virtual event next week and FH in the media! — *Lashonda Curry, Communications Director*

FORUM MAGAZINE

In 2018, Jacki re-entered the magazine world and became the editor of our beloved, award-winning magazine. That same year, Pam Daniel departed the same industry, retiring after more than 25 years as the editorial director of *Sarasota Magazine*. Fast forward to 2021, and their magazine career paths have serendipitously crossed as Jacki steps down as FORUM editor and Pam takes over the role.

Our Fall 2021 issue was Jacki's last, and boy did she hit such a high note with this swan song! Jacki's passion, dedication, and pure love and joy for FORUM have been a treasure to have for our small, but mighty team, and a wonderful benefit to the organization overall. With her at the helm, our readers have experienced quality storytelling that teaches, inspires and enlightens. Thank you, Jacki, for all you've done and all you've given to make FORUM the gem it is today. You, and your work, have been incredible and we appreciate both so much! Jacki will still be around to help with the transition process and to work on special projects, but we're so excited for her and the fun times ahead as she fully embraces true retirement life! :)

Please join me in welcoming Pam, who is super enthusiastic about taking FORUM to the next level. She's had a stellar career in magazine publishing, is an award-winning columnist, and from what I have seen so far, is full of great ideas and incredibly knowledgeable about our great state! She continues to contribute to *Sarasota Magazine* as Special Projects Editor, has co-written a book about a leading modern architect, and writes and edits several custom publications in the region. Welcome to the team, Pam!

With great help from The Village Square, our dual marketing efforts have resulted in 246 registrations so far (as of 10 pm on 9/23)! Their newsletter went out 9/23 and we will send out our reminder on 9/28, two days before the event. We also have other organizations helping to promote in their newsletters as well, such as the *Miami Herald's* political e-news, University of Miami's Center for the Humanities and Lena Juarez's company, JEJ and Associates.

I did a video post on social media 9/23. I encourage you all to please, please go to each platform and like the post, and if you feel comfortable, share the post on your personal page, too. The more likes and views it gets, the more it will appear in people's feeds and the more possible followers we will get, too. Links below, and remember to turn on your sound.

Facebook: <https://fb.watch/8cdTTfpdCO/>

Instagram: https://www.instagram.com/p/CUKld5mLyOU/?utm_source=ig_web_copy_link

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6846837760775462912/>

IN THE NEWS...

- [**"Our Declaration' author Danielle Allen will launch Village Square digital series"**](#) (*Tallahassee Democrat*)
- [**"Student artists compete in Tampa library's Hispanic Heritage contest"**](#) (*83 Degrees Media*)

IN THE WORKS...

- On Wednesday, 9/29, Nashid will appear on Janet Scherberger's WMNF's radio show, MidPoint. Listeners will be able to get to know the professional and personal side of Nashid, and learn about FH and our work. This is also a great opportunity for last-minute promo for the Danielle Allen event happening the next day. You can listen live from the website. [Just go here](#) and click the "Listen Now" icon at 10 am that day.
- It's a great time right now to share the news about FH's new leadership and team members, so I'll be working on a press release that introduces who's who at Florida Humanities, and include some highlights of what's happening here now and what's on the horizon. Release date TBD.