

May 27 2022 10:20 am

Fitchburg Cultural Council
Public Relations Subcommittee Minutes
Tuesday, Jan. 11, 2022
Fitchburg Access Television Conference Room and online

Members in attendance: Audrey Pendleton-Chow, Liz Murphy, Samuel Luxama, Matt Bruun

Call to Order

Audrey called the meeting to order at 4:36 p.m.

Audrey welcomed new member Samuel Luxama to the council. Samuel expressed his gratitude for being a member of the group. She also welcomed Shara Osgood as a new member of the council.

FY2022 Grant Announcements

Audrey said the grant announcements have not yet been made. Matt will work on a press release announcing the grant awards along with wording for a social media post. Audrey will work on a graphic to complement the social media post. Audrey will raise the possibility of a radio appearance with the full council.

FCC-TV

Next taping is scheduled for Monday, Jan. 24 at FATV studio, with the full guest list still in the works (Wachusett Meadow Wildlife Sanctuary is already confirmed). Samuel indicated he is interested in volunteering on the crew. Audrey suggested filming a PSA in advance of the show announcing the grant awards, too. Matt will write a brief script.

2022 Public Relations

Audrey invited the committee to look at the year ahead. These include Fitchburg Open Studios (last weekend in September) and another Winter Bazaar. Liz suggested we consider a Spring Bazaar as well, and that it be timed in advance of Mother's Day (which will support vendors). There will also be the annual public input meeting where local priorities are discussed, along with creative meet-and-greets.

Liz said she would like to see the council do more with FATV, such as capturing video at grantee events to be used in the creation of a larger PSA about the city's cultural scene. Audrey said FATV may be able to tap into volunteer hours to capture some of those elements.

Liz said she will order a stopwatch for committee member Claudia Stephens to help keep track of production logistics during taping.

Given the number of events the council is hosting, Audrey asked if we should consider fundraising. Liz said a small vendor fee may be appropriate for the winter bazaar. Liz also said she would look into the possibility of forming a “Friends of the FCC” that would be authorized to accept electronic donations (such as Venmo). Audrey suggested we consider other fundraising options.

Audrey suggested splitting the grantee reception from the public input meeting, in order to better spotlight grantees, perhaps with a lot of tables where visitors could learn about local artists and, where practical, see their work.

PR for Approval

Audrey asked if there was any PR for approval. There was none.

Announcements

Liz shared the call to artists for the city’s upcoming mural festival, with other organizations. The city is looking for painters, three of whom will be lead muralists with nine others who would be selected as assistants. The end result will be a community-engaged mural produced downtown during the Spring, in advance of Civic Days this summer. Information is posted on the city’s website. Locations for the murals are to be determined.

Audrey shared that FCC-TV’s next episode should air Wednesday, Feb. 2 or Wednesday, Feb. 9.

Adjournment

Audrey moved to adjourn the meeting at 5:35 p.m.