Publicity Committee Meeting notes: Tuesday, August 25, 2020

Zoom: Pam Luck, Simone Kincaid, Peggy Anstrand, Joy Journeay, Louella Yeargain, Sylvia Durell, and Janice Cunard. Susie Smith, Chair and Jean Peterson, Social Media Coordinator.

Sylvia Durell, former Chair for the Florida Button Show. Janice Cunard, new chair of the Publicity Grants Committee.

Words or Terms in Discussion

- **Publicity Forum:** word originally meant to describe a two-way discussion group. But at the present, this is in name only and describes the information which will be provided and where it will sit on the website. The word "Kit" may better suit our plan to provide materials for NBS members to utilize.
- **Button Creativity** (NOT CRAFTS): Note the board has not approved that NBS take or provide a focus on using buttons in creative ways, (art work, jewelry etc.) However, our committee will provide a short position paper for the Board's deliberations. Bottom line: Pros: Should attract more members. Cons: Never damage buttons… no shank removals. etc.

Leadership Forum: Pam created documents to help form a new club with a focus on writing mission statements, by-laws etc. She will also explain the seriousness when money is involved. Each State has different rules and once a group decides to hold funds there has to be accountability.

Education Forum: Simone has already scanned over a hundred new education resources in the form of past published articles. These will be available for members only and should be a good incentive to join. Also, Simone has created an Experts Database. Again, an asset to joining NBS.

Publicity Forum: Susie is compiling documents for tips on writing press releases, contacting the media, why publicity is important, check lists for publicizing Button Displays or Button Shows, etc. how to photograph buttons, sample published articles, and YouTube videos lists.

Welcome New Members: There is a concern that we lose new members as they may not have the opportunity to meet other collectors and/or to learn more about collecting. Pam will work on a "script" for new members outlining ways NBS can help them in their new button interests. We will ask that the Application be modified to include phone numbers.

Bulletin Articles: Before Harriet resigned, she contacted and confirmed there will be 5 article written in the coming months: July 2002, Into by Harriet B. Button; Expo by Carol Danhauser, MI,; Social Media by Lori Franz, OR; Member-Based Programs by Janice Canard, TX; and Juniors & the Grant by Deborah Hendrickson, NY.

Website: Joy explained the Public Site is being worked on first. Deb Hanson has reviewed the ideas and sees no problems with the transfer. Pam and Simone will provide another Web Map for the Member Section.

Manchester 2021 Show: Susie has been in contact with Lynn Keller, 2021 Show Chair, and she will work with the Show Committee to begin planning publicity. A timeline and check list has been created. Although we did not discuss it, she is thinking that a subcommittee must be formed with those who will be not only be attending the Show but who reside in the North East and can provide the hands-on supervision and work. In addition, we are reminded that time is of the essence.

Matching Grants Committee: Janice connected at the end of the meeting and we discussed some of her questions. However, neither Janice nor our Publicity Committee had been told if the two committees are separate.

[NOTE: Susie says: When I originally wrote the budget proposal for the Board's 2021 budget deliberations, I included the Matching Grants saying no additional funds are requested for that area of publicity – I also included Jean's Social Media, but Yessy confirmed that the those two were in separate areas. She also explained that Social Medial is not under the Publicly Committee and the Matching Grants Program was separate too, with their own budget. However, after seeing Janice' s questions we assured her that we are working on the same areas and we expect we will provide the materials she requires. As a result, the Grants Committee will receive and evaluate the grant applications, and I am suggesting that Janice become a standing member of our committee and together both committees will be stronger.]

Janice's Questions Discussed:

Q. "Where are the NBS Resources?"

A. We do not have any past records, We expect Harriet has these and will pass them on. Our Committee has designed new materials that will be available on the new Website. We will leave the "Where located" to the Web Design Team.

Q. Are there PowerPoints, Speakers Notes and Photographs available?

A. Ha… When we started, we asked the same questions and our Committee will compiled lists and provide them if available. In the meantime, Contact Simone, she has several programs ready to go…

Additional items: A number of suggestions were given for ways to interest the public about Button Collecting such as mounting Library Displays etc. and Joy suggested that travelling displays be prepared with photographs of buttons properly mounted or easy to print and mount with descriptions. This ensures that actual buttons do not need to be transported or lost in transport. Also, we should start an inventory so future displays are not lost in time.

"Food for thought" A way to connect button collectors using an App. Many tech companies have Apps that do these magical things and we think it is something that should be explored… Maybe a computer science university or college program would like the challenge!

Next Zoom Meeting: September 23, 7:00 Eastern time. (Susie's birthday but it is one of those that she would rather forget… so no singing allowed.)