

Vermont Folklife Center Agenda for Staff Discussion Related to Communication/VFC Opening

September 7, 2007

A. Introductions (5 minutes)

B. Messages, audiences, goals of this plan (15 minutes)

- Review draft message(s)—elevator speech
- Review key audiences identified
- Review draft goals for this plan

C. Logos (10 minutes)

- How do logos fit in to the short-term communications?

D. Programs (15 minutes)

- Is there a clear picture of the opening events?
- What program ideas are being worked on?
- Is this proposed timeline realistic for the programs/events being considered?

E. Partnerships (10 minutes)

- Is this real potential here? Who would take the lead?

F. Traveling Display (5 minutes)

- What about this idea?
- Is VFC doing this already? Does something exist that can be modified? Is it realistic?

G. Printed Pieces (10 minutes)

- How do things work now? Who designs, writes, manages print/distribution etc.
- Do these seem like the right pieces to produce? Other ideas?
- What about a special commission for a gift?

H. Web Site (10 minutes)

- What is current status of revisions?
- Is there mechanism for testing and giving input?
- Ideas for using the web for short-term promotion?

I. Media (10 minutes)

- What is current outreach to media? Are there particularly helpful or challenging outlets or individuals to know about?
- Is there interest or capacity in producing public access program(s)?