

**Communications Committee  
Agenda  
March 15, 2021  
9:30-11:30 a.m.**

<https://us02web.zoom.us/j/88584899947?pwd=ZStOdURLRUdMaEFZY1BORFRXN0RkQT09>

Meeting ID: 885 8489 9947

Passcode: 030027

1 301 715 8592 US (Washington DC)

**9:30 A.M.      Roll Call  
Volunteer to be Note-Taker**

**9:40 A.M.      *Seniors Today* discussion**

- Guest and topic for April show
- Topics for future shows/Editorial Calendar

**10:40 A.M.      How frequently should the Committee meet?**

**10:45 A.M.      Review of Committee mission and priorities**

**Mission:** Through written and oral communication, as well as through the public broadcast program, *Seniors Today*, the Communications Committee (CC) will, by working with its slate of CoA-approved key messages, facilitate, distribute, and publicize recognizable, understandable, timely, and accessible information regarding County and public resources and services for older adults.

This mission will be accomplished through:

**Written Communications** – The CC will work with County staff, especially the Public Information Office (PIO), and other CoA Committees to prepare and disseminate written information relevant to older adults, including through community organizations, social media, websites, and the County’s resource line. The information will incorporate the CoA’s key messages and be understandable and accessible by older adults and their caregivers, including in diverse population groups.

The CC may create/distribute documents/articles, on behalf of CoA using the CoA approval process.

**Oral Communications** – The CC will work with County staff, especially the PIO, and other CoA Committees to develop oral messages containing information important to the County’s older adults. This information will be disseminated to such entities as public and commercial services that provide friendly, person-to-

person service on request; trusted individuals who provide information for people at risk of social isolation; and telephone answering services. The oral communications, emphasizing the CoA's key messages, will be provided to individuals to use at such venues as town hall meetings, stakeholder meetings, community centers, and public broadcasts.

Activities of the CC will include:

Interfacing frequently with the County's Public Information Office to:

- Develop an outreach campaign through written and oral communications to advertise County services and programs for older adults
- Produce the CoA's public broadcast program, *Seniors Today*
- Examine County communications for ageist and age stereotyping statements and working to address ageism
- Training Commissioners on the CoA's key messages and how to advocate successfully
- Establishing a CoA speaker's bureau
- Developing metrics for success for
  - Seniors Today*
  - The CoA's Annual Report
  - County and CoA brochures for older adults

**11:30 A.M.   Adjourn**