

Deena Frankel

From: Deena Frankel
Sent: Wednesday, March 19, 2014 10:49 AM
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Subject: VSPC Public Participation Subcommittee minutes

Thanks to those who were able to make this call this morning. If you were unable to make the call but want to see the beta version of the new VSPC website, I will be happy to set up a time to show you one-on-one, as I am doing with a number of people.

For the benefit of all, here are my notes.

Attendees: Dotty Schnure, Johanna Miller, Shana Duval, Deena Frankel

Purpose of the meeting: walk through the beta version of the new VSPC website, get feedback from the Subcommittee, discuss the launch plan.

Deena provided a tour of the site.

Suggestions:

- Include links to transmission-related news items of interest to the VSPC target audience but not originating from the VSPC, such as recent news stories related to proposed merchant transmission projects. This could also be accomplished through adding Facebook and Twitter to the site.
- Post a news item on the VELCO website as part of the launch plan.
- In launching the site, find a hook related to a larger related topic (such as the attention to merchant transmission or interest in energy issues in general) to provide relevance to the otherwise not-very-newsworthy story of a website launch.
- Use the opportunity of the launch to remind people about the VSPC in general.
- Email the announcement of the launch to the VSPC's outreach mailing list including a blurb that they can simply forward to their own networks.
- Email announcement will ask for cross-linking, as well as suggestions of organizations to which we should link on the VSPC site.

Timeline:

- Soft launch April 16
- Public launch probably timed with April 30 VSPC meeting.

For those who attended, let me know if you have additions, deletions or corrections to my notes.

Thanks.

Deena

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