

COFFEE *Talk*

Think before you speak

What you don't see with your eyes, don't witness with your mouth.

~ Jewish Proverb

If you reveal your secrets to the wind, you should not blame the wind for revealing them to the trees. ~ Kahlil Gibran, Sand and Foam

The easiest way to keep a secret is without help. ~ Author Unknown

A cruel story runs on wheels, and every hand oils the wheels as they run. ~ Ouida

Gossip needn't be false to be evil - there's a lot of truth that shouldn't be passed around

~ Frank A. Clark

There is so much good in the worst of us, And so much bad in the best of us, That it hardly becomes any of us To talk about the rest of us.

- Edward Wallis Hoch



MEETING MINUTE

What is newsworthy? According to the Merriam-Webster Online Dictionary (<http://www.merriam-webster.com/dictionary>) the definition of newsworthy is "interesting enough to the general public to warrant reporting". So, why is this important to WI Members? Many of our Branches are concerned their local media is not covering their meetings, events or activities but there are a number of reasons for this, including newsworthiness. Although what happened at our last meeting might be very important to us, we need to think about whether the general public wants to know every detail that is recorded in the minutes. Could that space be better used to talk about the advantages of belonging to WI or perhaps by talking about future activities that might attract new Members?

Create a Newsworthy Story

- Tie your story into the time of year – An unusual warm spell in early Spring would be a good time to promote your ROSE Session on bicycle safety. The new Ontario holiday in February (Family Day) is a great time to promote your Tweedsmuir Books or share a story from your community's past.
- What else is happening in the world? Have cuts to government funding prompted you to fundraise for a local charity? Are your Members supporting local troops by packing care packages?
- Is this a first for your Branch? Is this something that never happened before? Have you received a special acknowledgement for something?
- Human Interest – Share the story of your oldest or youngest Member.

Work with your PR Coordinator to create a media plan that will allow your Branch to be proactive rather than reactive. Talk about the most important events, activities or news from your Branch and how you will share that with your community. Spend some time Brainstorming with your Branch about these items, or about alternative ways to spread your message. For example, speaking to community groups and participating in events (like parades, festivals etc) are great ways to let people know what you are all about.