

From: [Margaret Woolley Busse](mailto:Margaret.Woolley.Busse)
To: ron.zimmerman@actontv.org; [Kristin Alexander](mailto:Kristin.Alexander)
Subject: RE: FW: Acton 2020 Committee publicity on TV
Date: Monday, May 09, 2011 9:17:51 PM

Thanks Ron. Kristin, can you include this email in our packet so that we can take a look at it during our meeting?
Thanks,
Margaret

-----Original Message-----

From: ron.zimmerman@actontv.org [<mailto:ron.zimmerman@actontv.org>]
Sent: Monday, May 09, 2011 5:43 PM
To: Kristin Alexander
Cc: bussehome@comcast.net
Subject: Re: FW: Acton 2020 Committee publicity on TV

Hi Kristin,

Sure, no problem - the dates for the next workshop are:

Tues. May 17
Thurs. May 19
Tues. May 24
Thurs. May 26

All classes are from 7-9pm and will be held at the studio.

I'd be happy to schedule a special workshop for any member (or members) of your group as well if they can't make the May sessions.

I could tailor the class to what area of production you'd be interested in (most likely field production and the tools associated with that) and we could also discuss producing a PSA.

I'm fairly flexible so let me start by giving you my normal work hours and if you want to pick a few dates and times that work for everyone, we should be able to set something up. Workshops are generally about 2 hrs. long.

Mon. 1pm - 9pm
Tues. 1pm - 9pm
Wed. 9am - 5pm
Thurs. 1pm - 9pm
Fri. 9am - 5pm

Thanks Kristin - let me know if you need any further info.

Ron

On Mon, May 9, 2011 12:51 pm, Kristin Alexander wrote:

> Hi Ron,
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>
> I forwarded your e-mail to the Chairman of the Acton 2020 Committee and

> the consultant regarding publicizing for the Acton 2020 6/23/11 workshop.
> Could you please read the Chairman's response directly below and try to
> answer her questions? FYI - I think she meant to write "...special
> training session just for us if our members can NOT do their series of
> classes".

>
> Also - I apologize for the back and forth e-mails. Everyone's schedules
> are completely different right now...that is why we're unable sit down
> and meet. Hopefully schedules will settle some and we'll be able to meet
> to discuss this soon.

>
> Thanks again.

>
>
> Kristin

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> -----Original Message-----

> From: Margaret Woolley Busse [<mailto:bussehome@comcast.net>]
> Sent: Monday, May 09, 2011 3:42 PM
> To: Kristin Alexander
> Subject: RE: Acton 2020 Committee publicity on TV

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>
> Kristin--I'm so glad that they seem really open to helping us out! Could
> you find out when the classes will be (time of day) and also some
> possible dates for maybe a special training session just for us if our
> members can do their series of classes? Thanks,
> Margaret

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> -----Original Message-----
> From: Kristin Alexander [<mailto:kalexander@acton-ma.gov>]
> Sent: Thursday, May 05, 2011 11:01 AM
> To: Margaret Busse; 'Daphne Politis'
> Subject: FW: Acton 2020 Committee publicity on TV

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>
> Hi Margaret and Daphne:

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>
> I sent a message to Acton Cable Access TV (ACAT) re: publicizing the 6/23
> Acton 2020 event. Please read below from the bottom up and let me know
> your thoughts. Re: the productions class/workshop, I wouldn't mind taking
> the class (I think it is a good idea), but I think it's at night. If it
> is at night, that is just too much for me right now.

>
> Anyway, please let me know your thoughts.

>
>
> Kristin

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> From: Ronald Zimmerman [<mailto:ron.zimmerman@actontv.org>]
> Sent: Wednesday, May 04, 2011 4:15 PM
> To: Kristin Alexander
> Cc: 'Richard Degon'
> Subject: Re: Acton 2020 Committee publicity on TV

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>

> Hi Kristin,
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>
> As you mention, there are many ways to promote this event. Since it's
> not until June 23, you should have enough time to complete something
> that's a little more ambitious than just powerpoint slides.
>
> I think a short 2 - 3 minute PSA is a good starting point. Your idea of
> shooting person on the street interviews is a good one and we could very
> easily edit together 4 or 5 short interviews and end with a graphic
> promoting the event.
>
> I'm starting a workshop on Tues. May 17 that will cover the basics of
> production. We have plenty of spaces so, if possible, I would encourage
> you and other members of your committee to register for it. The dates are
> May
> 17, 19, 24 and 26. If this isn't possible, we could set up a special
> class to go over the equipment you would need to shoot location
> interviews.
>
> Rick and myself would also be happy to meet with you and your committee
> to discuss more ideas and approaches. Just let us know what works and we
> can set up either a training or a meeting (or both).
>
> Regards,

> Ron

> On May 3, 2011, at 10:30 AM, Kristin Alexander wrote:

> Hi Rick and Ron:

>
> The Acton 2020 Committee is brainstorming ways to publicize its 6/23/11
> big public workshop. They want to put something on cable, but they're
> debating on what to do. They want something that is easy to create and
> interesting. So far... They've thought of taping ahead of time the
> PowerPoint
> presentation that will be given at the beginning of the workshop, and
> asking ACAT to run that on television. That would be easy to do, but not
> necessarily interesting enough to get people there. They've also thought
> about interviewing people on the streets about the Acton 2020 process and
> the upcoming workshop. Not nearly as easy but probably much more
> interesting.
>
> Anyway, I suggested to the Committee that we pick ACAT's brains to see
> what seems to provide the most bang for the buck and what is even possible
> (from
> creation, time, effectiveness, scheduling, etc. standpoints).
>
> Are there any suggestions you can make via e-mail that I can forward to
> the Committee to get them started? And/or, do you think it is still best
> for one or both of you to sit down with the Committee (or part of the
> Committee)
> for about 15-30 minutes to discuss it?
>

- > Thanks!
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- > Kristin (Alexander)
- > Acton Planning Department