

MINUTES
SENIOR CITIZENS/AGING IN PLACE TASK FORCE
INFORMATION AND COMMUNICATIONS WORK GROUP MEETING
3500 MARAIS AVE., ROYAL OAK, MI
MARCH 9, 2022

Present: Sharlan Douglas, Cindy Goodaker, Michael Lawrence, Mary Mills, Ilene Orlanski, Robert Sidelinger, Janice Wagman. Guest: Robin May, Royal Oak Review.

Motion by Wagman, seconded by Lawrence to approve the January 26 minutes; approved unanimously .
Motion by Mills, seconded by Sidelinger to approve the February 16 minutes; approved unanimously

Subject matter expert: Robin May, *Royal Oak Review*.

Advertising/sales representative, C&G Newspapers. Family-owned business. We publish 19 individual papers and reach over 560,000 households every two weeks. Mailed by the post office. People keep for a couple of days. Crime Watch is very popular. Have a senior review periodically. Seniors are important readers plus the children of seniors who are looking for resources. Visibility opportunities: sticker on front page, inserted flyer that can be sent to targeted ZIP codes. They can also do postcards by ZIP code, including design. Cheaper than the post office. Can insert issue-sized insert.

Went biweekly during COVID because advertising revenue went down. Been in existence since 1979. Just added Novi to circulation and have goals to add more areas.

To mail an 8-page paper to 32,000 houses would cost around \$6,500 to print and mail.

Also can have a 4-page centerfold inside the paper that probably is less.

Community calendar submissions are free – may run may not depending on space. Needs to be a free event. Will get in if space but needs to get in about three weeks before.

Ad deadlines one week prior. Sticker on the front page about three weeks ahead. Postcards three weeks prior. Pre-printed inserts need to be in 1 ½ weeks prior. Price based on weight, approximately \$40/1,000.

Last audit was 4-5 years ago – don't think a lot has changed. 45% of readership are between 45-65.

Papers aren't mailed to businesses or most apartment buildings or most senior apartment buildings or some condos – cut because of cost and evaluation of disposable income and other factors. If we wanted to use them to mail to senior housing would get a new mailing permit and price it out.

Has about 85 employees. 32,175 houses in Royal Oak and Clawson receive Royal Oak Review.

Senior section 2-3 times.

SWOT discussion

Strengths

people with good intentions in all forms of media. E.g. WROK. (on Youtube not Comcast)
variety of media
mobile hot spots at library

Weaknesses

it's not one size fits all. Need to target messages. No universal media.
Not all info has to go out all the time (importance of scheduling) Get it too early you forget. Get it too late and you miss it.
too many channels vying for attention. "Where did I see that thing?" Similarly - cost of maintaining dispersed tools.
outdated/insufficient web content
web navigation not intuitive
website not Accessibility for vision-impaired (right?)
no computers at senior center. (rely on library)
Content originators are separated from the information outlets. Cut out the middle person.
Communication is staff-intensive

Opportunities

Variety of ability to communicate – digital, print, isolated.
People want mail (Weakness = costly)
Civic ready (city is planning a flyer?)
Lindsay, senior center staffer, is building content at ROMI.GOV. romi.gov/publicservices (need to return the senior button to the home page)
broadband availability.
smartphones don't need broadband.
free social media. What are seniors using? Facebook? Tik Tok?
Outside agencies might deliver the same information (county, state, churches, etc.)
reach the children of seniors through digital
you can cater to specific groups. (Go go, slow go, no go.)

Threats

Too much Civic ready dilutes the channel.
difficulty of reading smartphones

Vision statement

Motion by Mills, seconded by Orlanski to approve a revised vision statement:
We envision that Royal Oakers will have the opportunity to be informed, through multiple channels, about the relevant services and activities available to them.

Additional meeting:

May 4 meeting date added.

Meeting adjourned at 8:05