

WLLA COMMUNICATIONS COMMITTEE
August Committee Report
August 18, 2018

The Publicity Committee name was officially changed via Board vote at the July 21, 2018 meeting. Also, the purpose of the committee was updated to coincide with current responsibilities

Available members from the Communications Committee, along with Janice Hahn and Kathy Zimmermann assisted the available members of the nominating committee in preparing a mailing to all those that were required to receive a ballot in the mail for the final stage vote of the Hinkel Agreement amendments.

Newsletter

The Fall Season Newsletter is scheduled to be published around the 3rd week of September. Articles of interest must be sent to Bob Fisher by September 5, 2018 to be considered.

Facebook

Under the new WLLA guidelines for the Friends of Walker Lake Group Facebook which was passed on July 21, 2018.

Several people have warned by the administrator and two persons were actually this past week due to violating the policy.

There are currently 341 members on the group. In the past 28 days 282 members have been active on the page meaning they at least read the page. Also, in the 28 days 91 posts, which lead to 799 comments and 1,056 reactions which is like, love, laugh, mad, wow, etc., to postings and comments. This gave a total number of interactions of 1,946 in the 28 day period.

Walker Lake Website

Michael DeVita will be actively looking for a person to be a back-up to the website. The ideal person would be familiar with basic HTML and if not Michael would be willing to teach the basic. Moving to a click and point non –html site would not fit the needs of WLLA due to various changing posts and the need to have the ability to create and upload new banners,. The process sounds much more complicated than it is.

WLLA Publicity Committee

Chairperson: Michael DeVita; Carol Reynolds, Wendy Wishnie-Orlansky, Bob Fisher, Marisa Boehme