NATF WEBSITE MEETING MINUTES & AGENDA FOR PART 2
1/14/08 & 1/23/08 8PM EST

NATF Website Meeting 1/14/08

Meeting called to order at 8:01PM

Attending: Education committee--Ellen Stewart, Henry Howard, Marssie Mencotti
PR committee--Dianne Ballon, Butch D'Ambrosio, Janine Marr, Pamela Apkarian-Russell, Sonia James
A. Nannette Taylor, Fred Greenhalgh

Six basic areas of discussion:

- Purpose
- Audience
- Content
- Technical Needs
- Financial Needs
- Timeline

PURPOSE: Additional purposes of website beyond this list?

- Information about organization
- Information about workshops & presentations/calendar
- Information on hiring members of speaker's bureau
- Place to connect other groups
- Place to connect members
- Place to share ideas with audio community
- Place to sell our wares
- On-line education
- Place to download our audio & perhaps member audio
- Increase organization membership
- Increase attendance at events
- Support/reinforce PR campaigns
- On-line fundraising, including donations & script contest registrations
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Sign up for events

Place for volunteers

Reinforce newsletter on-line—Dianne comments: education issue, tech column Q&A, staff profile column, member spotlight, current events calendar, how-to SFX column

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Fred—internet marketing—specializes in blogs, content management, building traffic also—suggests using newsletter in plain text so used in searches & indexes to bring more traffic to site—or use plain text to write intros to articles and add link on site to PDF—says people now go to website for info that's interesting to them, not to learn about organization

Sonia suggests pagemaker or n design by adobe [Adobe InDesign] for newsletter creation—will allow to convert to many format

Audio interview on website from newsletter article/interview? (hear full interview @natf.org)

Ellen mentioned NPR.org—read interview & listen to interview

Sonia add photos to interview for article in newsletter & website

Pam says tie in OTR to present for inclusion & comparison

Nannette suggest spotlighting radio station--Marssie knows lots of radio people who do audio theater

Nannette don't hold newsletter just for members—tool to increase membership

Ellen asked if we can eliminate newsletter at this time—discussion on phasing out in future but not yet

Dianne wants professionally-sounding audio on web only to show what we do

AUDIENCE:

- Who visits our website now?
- Who SHOULD be visiting our website & how do we get them to?

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Marssie found website looking for list of audio theater websites—how it's found in google

Nannette asked for article to send to wikipedi

Fred may have found website from Yuri's book—feels people need to know about audio theater to find website—not enough content to find through searches—is website search friendly when organized—google wants keywords and tags, et

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Target voice actor community, animation, film students/sound, teachers, (Marssie can find someone to write article on animation voices), games, sci-fi & horror convention attendees, anime', theater groups & professionals, writing communities, composers, musicians, audio book artists

Marissie said an article on how to write for audio would get more people to come to website—and introduce how fits in today with podcasting, etc
Nannette said radio stations don't know we exist—announcers to programmers etc to community & non-commercial station

Ellen thinks we could use Jeffrey Hedquist for more commercials as audio theater

Nannette suggested looking to stations to offer seminar

Marssie said get ad agencies to work with us to train copywriters—target tv & internet copywriters today

- How do we promote to our audience beyond using the website as the tool?
- **********

Sonia asked who is current NATF organization's audience--are we reaching pros to help them with their business or are we targeting consumers to buy our wares

Ellen thinks most people visit workshop

Nannette thinks we need to connect with theater, writing, composing groups and cross links

Henry website stats--most visited—staff pages, Yuri's book article, educational subjects

Nannette suggests targeting personal or political or cultural groups

Nannette—how do they use website to find us & be our audience & want more

Fred--Social networking—facebook, myspace, etc—where people could upload audio samples & get critiques with profile—hook people to participate in the site will get more content

Ellen asked if we are advertisement for employment—clearinghouse
Nannette said could be hard to updated—suggest links to other sites like Craigslist—others suggested blog format where webmaster not responsible for updating time-sensitive content

Tentative 1/23 8PM EST web part 2
Additional ideas & agenda items please send to WEBUPDATE@natf.org

Meeting adjourned at 9:02PM; minutes by Janine Marr

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Part 2 of meeting agenda:

CONTENT:

- What is needed to relay our new image? (design)
- What is needed from a grant or sponsorship point of view? (logos, etc)
- What is needed from a board & organization point of view? (email, private access area, minutes, by-laws, etc)
- What is needed from a member point of view? (reasons to go to site, easy access, resources, links, education, calendar of events, membership renewal, script contest rules & registration & submissions + list of past winners & which ones produced in what years, etc)
- What is needed from an outside point of view? (resources, accessibility, networking with other groups, looking for script texts, producers, engineers for hire, etc)
- What is needed to support the PR campaign? (newsletters & press releases available, where to buy tickets for live events, links to live event venues, etc)
- Contests—RAB—Mercury award by students—Marssie

Fred—free members start participating in site and ads of what they can get if they become members

TECHNICAL NEEDS:

- Space/bandwith for:
    - Photos
    - Audio caption
    - Audio downloads
    - Video
    - On-line learning
    - Paypal or other on-line financial service
    - Member blog
    - Interactive Q&A section on audio theater
    - Email screen
    - Live streaming of events
    - Podcasting of selected shows

- Web design program:
    - What program for above-listed needs that all computers can access
    - Audio/video needs—MP3, java, etc

- Webmaster:
    - One person or team
    - Availability to update daily or weekly
    - Audio/video/graphic/programming skills required

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FINANCIAL NEEDS:

- Renewing domain name
- Renewing host
- Web designer

TIMELINE:

- What is a realistic timeline for implementing these changes?
- Do we implement in steps as money, resources, staff & time occur?
- Do we need a separate committee or can the website fall under the guidance of the PR committee as the newsletter & its team do?
- When do we reassess our progress & how will we know if our new design is successful?
- Is there grant money available for this? If so, how many years ahead are we looking before we see any?

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Additional thoughts:

RSS feeds to deliver news?

Jeffrey voice of NATF?