



Connor Barry <cbarry978@gmail.com>

Posters for Survey

6 messages

Nina Braun <ninamb@live.com>

Fri, Oct 30, 2020 at 9:37 AM

To: Robert Glowacky <rglowacky@exeternh.gov>, Connor Barry <cbarry978@gmail.com>

Hi Bob,

Thank you so much for pulling the survey together for us!

Do you think you will have it completed and up on the website by Tuesday?

And do you think you may have the URL ready by chance today?

No pressure! 😊 But I was hoping to add it to the poster and send off the pdfs to you for printing. I can help upload it to Staples if easier and have you pick them up. I am also able to help with posting on Tuesday if necessary.

In addition, I will make smaller images that can be used on Social Media.

Just let me know what you need as far as help with printing and posting at Talbot Gym.

Thanks!

Nina

Robert Glowacky <rglowacky@exeternh.gov>

Fri, Oct 30, 2020 at 9:58 AM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>

Hi Nina,

I will be trying to finish it over the weekend probably. I think I just want to double check it for typos and such. But the URL will be the same.

You can download this:



We actually should have the QR code go right to the survey that way it's easier for people to complete. To touch base with the posters, I think Connor and the Select Board wanted to move away from the use of FOMO and designs as they were and make them a bit more neutral. I guess they thought they seemed a bit negative and with COVID and everyone being sad, they didn't want people to see a sad image. I'm probably not explaining that well, but feel free to give me a call or we can have a zoom or something to bounce ideas around.

[Quoted text hidden]

--

Regards,

Bob Glowacky
Executive Producer - Exeter TV
IT Assistant - Town of Exeter, NH

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(603) 418-6425

Town of Exeter, NH

Nina Braun <ninamb@live.com>

Fri, Oct 30, 2020 at 10:07 AM

To: Robert Glowacky <rglowacky@exeternh.gov>, Connor Barry <cbarry978@gmail.com>

OK -

I'll download the QR Code. But I'd also like to have the URL on posters - since lots of people don't use QR codes and for social media - link the post right to the survey.

I know about FOMO - it was taken off and replaced with another message. I gave two examples. Yellow box head and another basic one. Connor mentioned Yellow Man one with basic header was good to go.

Unfortunately, I don't have time to make a new design. So it will have to be one of the ones I created. As with any advertising/promo - you need it to be catchy and attention grabbing. So just stating - "Please Take our Survey" as a heading will def. not work. It is hard enough to get people to respond to surveys. I highly suggest the yellow man with box head and 2nd version of headline (No FOMO).

Thanks!

Nina

From: Robert Glowacky <rglowacky@exeternh.gov>
Sent: Friday, October 30, 2020 9:58 AM
To: Nina Braun <ninamb@live.com>
Cc: Connor Barry <cbarry978@gmail.com>
Subject: Re: Posters for Survey

[Quoted text hidden]

Connor Barry <cbarry978@gmail.com>
To: Nina Braun <ninamb@live.com>
Cc: Robert Glowacky <rglowacky@exeternh.gov>

Fri, Oct 30, 2020 at 10:12 AM

Hi, folks! Just to jump in, Nina's second draft of the yellow poster with the man's head inside a box was great! That's the one I would recommend -- please let me know if I can be of further assistance.

Thanks, and drive safe out there!

-Connor
[Quoted text hidden]

Nina Braun <ninamb@live.com>
To: Connor Barry <cbarry978@gmail.com>
Cc: Robert Glowacky <rglowacky@exeternh.gov>

Fri, Oct 30, 2020 at 10:19 AM

OK - thanks Connor. That's the version I was planning on based on the feedback you passed along that was received from the Select Board - Yellow Box Man with new heading. Bob, did you get a different impression from the Board? There was a second version created (girl at computer) but more basic, less attention grabbing.

I want to get the poster and social posts completed this morning if possible. Bob, can you send me the url as well?

Thanks both! We all appreciate you both presenting this to the Board for approval! Never an easy task!

Enjoy the snow!

Nina

From: Connor Barry <cbarry978@gmail.com>
Sent: Friday, October 30, 2020 10:12 AM
To: Nina Braun <ninamb@live.com>
Cc: Robert Glowacky <rglowacky@exeternh.gov>

[Quoted text hidden]

[Quoted text hidden]

Robert Glowacky <rglowacky@exeternh.gov>
To: Nina Braun <ninamb@live.com>
Cc: Connor Barry <cbarry978@gmail.com>

Fri, Oct 30, 2020 at 10:26 AM

I haven't seen the 2nd version, it may have been lost in my inbox.

Here's the URL on the town site: <https://www.exeternh.gov/bcc-cac/2020-communications-survey>

11/2/2020

Gmail - Posters for Survey

[Quoted text hidden]



Connor Barry <cbarry978@gmail.com>

Communications Survey Poster Drafts_V1 and V.2

9 messages

Nina Braun <ninamb@live.com>

Tue, Oct 20, 2020 at 1:18 PM

To: Connor Barry <cbarry978@gmail.com>, Martha McEntee <memcentee2@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Hi,

Attached are two versions (pdfs) of a draft poster. Let me know your thoughts and or edits.

I think if we can get these printed in 11x17 4-color format that would be great. Does anyone know if we have \$ in our committee budget for printing or other such expenses?

Thanks!

Nina

2 attachments**Poster_Survey_Nov.2020.pdf**
224K**Survey_Poster_V.2_FOMO.pdf**
399K

Martha McEntee <memcentee2@gmail.com>

Tue, Oct 20, 2020 at 4:09 PM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Hi,

I like the visuals, but I wonder if we might want to avoid the expression, "Are you suffering from....?" It may be too reminiscent of Covid. I'm also not sure FOMO would be widely understood.

Martha

[Quoted text hidden]

Nina Braun <ninamb@live.com>

Tue, Oct 20, 2020 at 4:49 PM

To: Martha McEntee <memcentee2@gmail.com>

Cc: Connor Barry <cbarry978@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Hello -

Thanks for your feedback!

Good point about Covid, but we are in the midst of a pandemic so really no hiding from it, unfortunately?!

FOMO is a more recent term (Urban Dictionary) used in reference to too much info. being thrown at people and referencing social media in particular. Perhaps that would make someone read further if they had no idea what FOMO is - I wrote right under it "Fear of Missing Out".

I strongly believe we need a catchy headline - to get people to stop and read the rest of the poster and hopefully take a picture (if they don't do the QR code right there) so they can remember to do it later.

I was wondering if we could identify all the channels we can use to promote the survey during our next meeting perhaps?

Website - Home Page and in Communications Committee page (is this where it will live? - url?)

email list - town employees and general public (is there a town resident email list? I know my hometown of Lexington, Ma has one to distribute town info. to residents. Perhaps we can add this into the survey as well in regards to opting in to be added to a town email list for future news?)

Printed Posters - Voting Areas - Town Hall Boards - Library - Me and Ollie's - Others?

Others?

Keep sending me feedback and I can rework a final version to present to the Select Board if necessary.

Thanks,

Nina

From: Martha McEntee <memcentee2@gmail.com>

Sent: Tuesday, October 20, 2020 4:09 PM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>; Robert Glowacky <rglowacky@exeternh.gov>

Subject: Re: Communications Survey Poster Drafts_V1 and V.2

[Quoted text hidden]

Connor Barry <cbarry978@gmail.com>

Mon, Oct 26, 2020 at 10:33 AM

To: Nina Braun <ninamb@live.com>

Cc: Martha McEntee <memcentee2@gmail.com>

Good morning, Nina and Martha!

Nina, thank you very much for spending the time to put this together -- I definitely think it's edgy and catches the eye! Do you have any time today to create another mock-up that is a little more vanilla? Something like "How are we communicating with you? Have thoughts?"

Bob and I are on the Select Board agenda for this evening. I am happy to present your original version alongside the other version. That way, we can just let the Board decide and go from there.

Thanks!

-Connor

[Quoted text hidden]

Nina Braun <ninamb@live.com>

Mon, Oct 26, 2020 at 3:06 PM

To: Connor Barry <cbarry978@gmail.com>, Martha McEntee <memcentee2@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Hello,

Attached is another version of the poster with more basic headline. You will find two versions of the Yellow one in the first pdf and another version, different style in the second attachment.

Thanks,

Nina

From: Nina Braun

Sent: Tuesday, October 20, 2020 1:18 PM

To: Connor Barry <cbarry978@gmail.com>; Martha McEntee <memcentee2@gmail.com>; Robert Glowacky <rglowacky@exeternh.gov>

Subject: Communications Survey Poster Drafts_V1 and V.2

[Quoted text hidden]

2 attachments



Comm_Survey_Poster V.2.pdf
227K



Survey_Poster_V.2_FOMO.pdf
399K

Connor Barry <cbarry978@gmail.com>

Mon, Oct 26, 2020 at 3:12 PM

To: Nina Braun <ninamb@live.com>

Cc: Martha McEntee <memcentee2@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Thank you very much, Nina!

[Quoted text hidden]

Nina Braun <ninamb@live.com>

Fri, Oct 30, 2020 at 10:36 AM

To: Robert Glowacky <rglowacky@exeternh.gov>, Connor Barry <cbarry978@gmail.com>

Hi - Here are the two versions I passed along, yellow box head and girl at computer.

Please ignore the header (FOMO) - this was changed to "Feel Like You Keep Missing Out?" This can be changed easy enough if there were strong feelings as to the headline?

Thanks,

Nina

From: Nina Braun <ninamb@live.com>

Sent: Monday, October 26, 2020 3:06 PM

To: Connor Barry <cbarry978@gmail.com>; Martha McEntee <memcentee2@gmail.com>; Robert Glowacky <rglowacky@exeternh.gov>

Subject: Re: Communications Survey Poster Drafts_V1 and V.2

[Quoted text hidden]

2 attachments **Comm_Survey_Poster V.2.pdf**
227K **Survey_Poster_V.2_FOMO.pdf**
399K

Robert Glowacky <rglowacky@exeternh.gov>

Fri, Oct 30, 2020 at 1:16 PM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>

I mean I really like the one with the girl on there. But I'm fine with what ever. I thought the Select board had though they were both a bit too sad. But I'd leave the decision up to Connor.

I was also wondering if we can maybe put something about "waiting in line? Why not take this survey?" on one of them as I'll try to put it at the entrance and the other at the exit. But whatever works.

[Quoted text hidden]

--

Regards,

Bob Glowacky
Executive Producer - Exeter TV
IT Assistant - Town of Exeter, NH

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Town of Exeter, NH

Nina Braun <ninamb@live.com>

Fri, Oct 30, 2020 at 1:18 PM

To: Robert Glowacky <rglowacky@exeternh.gov>

Cc: Connor Barry <cbarry978@gmail.com>

Well, isn't our state of town communications...sad?? 😊 And the whole point of this survey?

I guess it did what it was supposed to do - evoke emotion.

It's sad to miss out on information! Right?

I just sent the PDF (Page 2) of the poster. I need to run but I can add in something about waiting in line though I won't be able to get that to you till later tonight.

Thanks,

Nina

From: Robert Glowacky <rglowacky@exeternh.gov>**Sent:** Friday, October 30, 2020 1:16 PM**To:** Nina Braun <ninamb@live.com>**Cc:** Connor Barry <cbarry978@gmail.com>**Subject:** Re: Fw: Communications Survey Poster Drafts_V1 and V.2

11/2/2020

Gmail - Communications Survey Poster Drafts_V1 and V.2

[Quoted text hidden]



Connor Barry <cbarry978@gmail.com>

Final Poster - Survey

2 messages

Nina Braun <ninamb@live.com>
To: Robert Glowacky <rglowacky@exeternh.gov>
Cc: Connor Barry <cbarry978@gmail.com>

Fri, Oct 30, 2020 at 1:14 PM

Hi Bob,

Attached is the Survey Poster. For some reason I could not delete Page 1 (which is incorrect version - FOMO).

Please just print page 2 of the attached PDF.

Thanks!

Nina

 **Survey_Poster_Yellow Brick Face Man Illustration.pdf**
235K

Robert Glowacky <rglowacky@exeternh.gov>
To: Nina Braun <ninamb@live.com>
Cc: Connor Barry <cbarry978@gmail.com>

Fri, Oct 30, 2020 at 1:21 PM

Thanks Nina,

Is it possible to put "Communications Advisory Committee" on it? instead of "Communications Committee". I'm sure someone will point that out to me.

[Quoted text hidden]

--

Regards,

Bob Glowacky
Executive Producer - Exeter TV
IT Assistant - Town of Exeter, NH

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Town of Exeter, NH



Connor Barry <cbarry978@gmail.com>

Communications Survey Advertising

6 messages

Connor Barry <cbarry978@gmail.com>

Wed, Oct 28, 2020 at 1:45 PM

To: Martha McEntee <memcentee2@gmail.com>, Nina Braun <ninamb@live.com>, Robert Glowacky <rglowacky@exeternh.gov>

Good afternoon, to our great survey sub-committee!

We got the greenlight from the Select Board about posting the survey. During Monday evening's meeting, we also presented Nina's advertising. While the Board liked the overall grabbiness of the content, they did suggest keeping the language a little more direct (i.e., "Are you getting the town information you want or need? Tell us how we're doing!"). I do think Nina's second draft of the yellow poster, which says "feel like you're missing out?" with the man's head in a box would work for our purposes here.

Bob, are we able to print these posters out using town printing resources?

Because I'm cognizant of the NH public meeting law, I will print these e-mails and attach them to the agenda for the next Communications Committee Meeting -- I just figured e-mailing about this was more expeditious than jumping on Zoom calls.

Thanks again!

-Connor

Nina Braun <ninamb@live.com>

Wed, Oct 28, 2020 at 1:51 PM

To: Connor Barry <cbarry978@gmail.com>, Martha McEntee <memcentee2@gmail.com>, Robert Glowacky <rglowacky@exeternh.gov>

Hi,

This is good news!

I can produce a final pdf for Bob to print out. Does the town have an option for four color printing?

Bob, I will need to get the url from you so I can create a QR code and also provide url link on poster.

And one final question, did we get approval to Post the poster at town elections and elsewhere around town?

Thanks!

Nina

Get [Outlook for iOS](#)

From: Connor Barry <cbarry978@gmail.com>**Sent:** Wednesday, October 28, 2020 1:45:52 PM**To:** Martha McEntee <memcentee2@gmail.com>; Nina Braun <ninamb@live.com>; Robert Glowacky <rglowacky@exeternh.gov>**Subject:** Communications Survey Advertising

[Quoted text hidden]

Robert Glowacky <rglowacky@exeternh.gov>

Wed, Oct 28, 2020 at 2:24 PM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>, Martha McEntee <memcentee2@gmail.com>

Hello,

I will probably take whatever you send me over to Staples to print. We can do color on a 11x17 but I think we want to go bigger and then we still need to launch the website and URL to get the QR code.

We can post some big ones (I think two, one entrance and one exit) for the polls and then we can do some normal size paper in color and give to committee members to put around local businesses.

[Quoted text hidden]

--

Regards,

Bob Glowacky
Executive Producer - Exeter TV
IT Assistant - Town of Exeter, NH

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Town of Exeter, NH

Nina Braun <ninamb@live.com>

Sat, Oct 31, 2020 at 9:37 AM

To: Robert Glowacky <rglowacky@exeternh.gov>

Cc: Connor Barry <cbarry978@gmail.com>, Martha McEntee <memcentee2@gmail.com>

Hi All,

Here are two versions of the Poster for the Survey.

Bob, I added in your edits and created a second "softer" version. I agree, while I like the yellow one and think it is attention grabbing, it does seem a bit sad.

Second version uses a photo, so for printing, it may get pixilated a bit when enlarged.

Print at 100% for larger size and scale down for smaller ones - ie: for around town. Can we get one posted outside Town Hall - bulletin board with glass front?

Thanks,

Nina

From: Robert Glowacky <rglowacky@exeternh.gov>

Sent: Wednesday, October 28, 2020 2:24 PM

To: Nina Braun <ninamb@live.com>

Cc: Connor Barry <cbarry978@gmail.com>; Martha McEntee <memcentee2@gmail.com>

Subject: Re: Communications Survey Advertising

[Quoted text hidden]

2 attachments

 **Survey_Poster_v.1_2020.pdf**
235K

 **Survey_Poster_V.2_2020.pdf**
4696K

Connor Barry <cbarry978@gmail.com>

Sat, Oct 31, 2020 at 9:47 AM

To: Nina Braun <ninamb@live.com>

Cc: Robert Glowacky <rglowacky@exeternh.gov>, Martha McEntee <memcentee2@gmail.com>

Nina,

These are fantastic! Thank you so much for lending us your creative talents for this project!

-Connor

Sent from my iPhone

On Oct 31, 2020, at 9:37 AM, Nina Braun <ninamb@live.com> wrote:

[Quoted text hidden]

<Survey_Poster_v.1_2020.pdf>
<Survey_Poster_V.2_2020.pdf>

Nina Braun <ninamb@live.com>

Sat, Oct 31, 2020 at 10:04 AM

To: Connor Barry <cbarry978@gmail.com>

Thanks Connor!

Any time. I like doing It!

Nina

From: Connor Barry <cbarry978@gmail.com>

Sent: Saturday, October 31, 2020 9:47 AM

To: Nina Braun <ninamb@live.com>

Cc: Robert Glowacky <rglowacky@exeternh.gov>; Martha McEntee <memcentee2@gmail.com>

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