

“it’s time to rethink how to share the news”

The Bethlehem Gadfly Modest proposals, Serious Issues March 3, 2019

Although she’s lived in Bethlehem for almost 20 years, Carol Burns’ new career as a freelance marketer is giving her an opportunity to “discover” her hometown. She volunteers for several arts-related organizations, and her newest adventure is dipping her toe into local politics and community organizations.

Thanks Gadfly — agree 100%! I came across last year’s [the Mayor’s “State of the City] address (by accident/happenstance) on the city website, and I was stunned to learn all the news he shared (I see as I’m typing this that you also have it linked on your blog :).

I’m guessing the venue/audience was changed to the Chamber in response to low interest/low attendance, but I agree it’s time to rethink how to share the news. Can we think, “get a better quality video” and make available to view, maybe at the Library — or “get a decent audio” and make it a podcast (hey, the Library has a new set-up for making podcasts). Either/both could be available on the city’s website and social (in fact, all the city departments’ different social accounts should push it out, for better distribution). And — radical thought — include a QR code to link to audio/video with a short article in the next (boring/boring-looking) city newsletter.

Carol