**IMA CAT Communications**

**Two Major Goals for 2016**

**Goal (What):** Educate people about the purpose and function of the IMA CAT.

**Objective (Why):** This will educate the public and help us recruit more people.

**Action (How):** We will appear on radio and TV programs to explain the purpose of the IMA/CAT and to announce scheduled events, provide information on upcoming meeting guests, and to provide information on past speakers and their content.

**Points of Contact (Who):** Pastor Amos L. Lewis, Minnette Powell, Frances Miller

**Estimated Completion Date (When):** This will be an ongoing activity but it will be done at least monthly.

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**Goal (What):** To produce a quarterly newsletter distributed by social media sources (e.g., Facebook and Twitter), email and by websites aimed at reaching the African American Community of IMA/CAT events, announcements, successes, etc. funded thru business cards, ads and other donations. We will also continue to send out the weekly newsflash.

**Objective (Why):** To enhance communication and collaboration so we can be more effective in coordinating our efforts for the betterment and empowerment of our community.

**Action (How):** We will have a team of people to put together, publish and distribute a weekly newsflash and a quarterly newsletter via email and social media.

**Points of Contact (Who):** Pastor Amos L. Lewis and Iris Berry, Minnette Powell and the communication domain team.

**Estimated Completion Date (When):** These will be ongoing projects. Newsflash will go out on Thursdays and newsletter will go out the middle of the month following each quarterly (April, July, October, and January).