

DOC BC Communication Report 2009

By Vanessa Warheit

Recognizing that 2009 was going to be a tough year for our members, we split the Communications and Membership committee into two separate committees in order to better focus our efforts in these vital areas.

With Shukling's help, we have continued to maintain and update the DOC-BC website, promoting our professional development events and adding a section on upcoming festivals. With the advent of DOC Toronto's new drupal-based site, and the support of National for a broader-based communications strategy, we are now in the process of planning a new website update, which we hope to complete in 2010.

Shukling has continued to keep our members informed via the Sprocket e-newsletter and regular e-mail blasts. To help make her job easier and to serve our members even more, we are currently considering ways to improve these email communications using updated technology.

The committee has also begun investigating ways to use social networking tools to further DOC-BC's advocacy and outreach efforts. We have begun taking advantage of the DOC national facebook page, we have revived a DOC-BC facebook page, and we plan to set up a twitter account for DOC-BC as well. We welcome additional input from the membership on ways we can better communicate with our members and the outside world.

Our goals for 2010 are to continue to update DOC-BC's online communications, to better integrate our communications with the rest of the DOC chapters, and to create a vibrant online community for sharing information and promoting BC's independent documentary community.