

Minutes for the Auckland Just Focus meeting Sunday 21 August

Present: Aajuli, Jeremy, Kayt, TeRito, Josheel

Publicity ideas

- Spread the word through secondary school teachers (specially the ones from the Social Studies Departments) and ask them to ask the students to discuss issues on the site in the forums and find information for essays and projects.
- School notices (a lot of the Just Focus members know students from other schools who could spread the word)
- Free txting
- Kayt said she could get an ad in the classifieds section of the Uni mags
- Posters outside the libraries
- Community notices in the newspapers and on the radio
- Tearaway Magazine

Focus for website/ article ideas

- The main theme right now for the site should be election awareness and articles relating to things like student loans and education policies of different parties so younger voters can make informed choices before voting.
- Write in articles about the Make Poverty History campaign.

Fundraising:

- We decided not to fundraise 'til we knew exactly what we were fundraising for
- We could collaborate with the Auckland City Youth Council on this and look for community funding
- We could fundraise for holding information evenings or free evening shows like the Amnesty International Fashion Show or for workshops.
- We thought about using funds to incorporate the articles into a magazine and distributing those at schools
- We also thought we could fundraise for prizes for short stories (point of views) or weekly themed articles.

Feedback about /ideas for the website:

- Advertise on the website
- Get people to sign up on the forums
- Get people who have knowledge of IT and computer graphics from schools or Universities to design animated interactive graphics for different issues.

- We can ask secondary school students to send in ideas for such animations.
- The websites and links at the bottom of every article is a good way to give readers different perspectives on the issue they're reading about.
 - Like the College Herald set weekly/fortnightly themes or issues so students would have something to think about and work towards; providing them with a topic gives them the direction they might need to overcome writer's block.
 - Highlight how sending articles in is positive for the authors themselves.
 - Support area: If a reader asks questions about a certain issue, assign those questions to a member of the JF team (with a little bit of expertise in that area) who can then research on that topic and answer the reader's questions
 - Create a 'dictionary of not for profit organisations' on the website with the organisations' links and mission statements
 - List every country on the JF website in alphabetical order and write in articles relating to that country with links to their United Nations websites (look into the New International magazines for help on this).

Ideas for Just Focus group in Auckland and Nationally

- Ask people to join the Just Focus team who can help out in a positive way and show their commitment towards the site.
- Spread the message through student assemblies at schools.
- Design a mission statement with fixed goals for Just Focus
- We could have more than just a monthly meeting for members committed to working a lot more with the website and identify them as the core group of people
- Everyone brings someone else to the next monthly meeting
- Organise a DVD System
- Raise awareness about elections: Schools could hold surveys about who they're voting for based on what issue etc.

Next Meeting: Sunday 18th September 2005, 3:00 - 5:30

Pioneer Women's Hall