

INDIVIDUAL PROJECT/ PROGRAM/ EVENT 2011-2012:

Note: Any program since last year's deadline is eligible.

Category: (Please circle or highlight the category for which this program is being submitted.)

- Women – **Education** – Community – International – Cultural – Diversity – Public Policy

Title: Making Sense of the Communication Revolution Understanding our Role in the Digital World

30
Part I:

- Other community groups** involved, if any (list):(5 points) Bard College ✓
- Number of members involved in planning or putting on** the program (5 points) 5 ✓
- Number of nonmembers involved** in the program (5 points) 5 ✓
- Number of members who attended or benefitted** (5 points) 60 ✓
- Number of nonmembers** who attended or benefitted (5 points) 10 ✓
- Number of new members** who joined (if any)(5 points) 2 ✓

Part II:

Describe your project/ program/ event in 75-150 **words**. Be sure to include:

- how the project addressed **AAUW's mission** (15 points)
- branch goals** in doing this program (10 points)
- specific action steps** in planning this program (15 points)
- steps taken for **community visibility** (Attach newsletter and newspaper articles.)(10 points)
- measurable **impact on the community** (10 points)
- lessons learned** for future programs/ projects/ events (10 points)

Attach copies of newsletter and newspaper articles about this project/ program/ event.

(No more than 4 pages maximum)

Mail or email the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President
- 13 Susan Lane, Poughkeepsie, NY 12603
smkell45@aol.com
Questions? (845)297-0507

Making Sense of the Communications Revolution, Understanding Our Role in the Digital World

This program addressed AAUW's mission by educating women about the psychology of social media and how it has changed our lives both within the family and community.

The program was presented by Bridget Hollenback, Director of Social Media and Outreach at the Hannah Arendt Center for Politics and Humanities at Bard College in Annandale-on-Hudson, NY. Ms. Hollenback was contacted due to her expertise in these areas, and the specific focus of our program was reviewed with her and fine-tuned with her input

The goal of this program was to help attendees understand the revolution in communication that has taken place worldwide, and to provide a conceptual framework for addressing these changes in the individual, the family, the community and society overall. The program also aimed to help women overcome the fear and apprehension that sometimes accompanies these new methods of communication.

We feel that we made an impact on the community because of the feedback we received: Many women who attended our program talked to us later about how they related the information they received to their daughters and to their grand-daughters. They also told us, informally, that they intended to become more connected and that they wanted to use the information to create more knowledge-based lives for themselves

In general, we received a tremendously positive response to this program, with specific requests for similar programs in the future. We have taken this feedback as a strong indication of the level of interest in this subject, and will keep that in mind as we consider future program suggestions

The program was detailed in our newsletter, and released to the press to increase visibility.



The Branch

Poughkeepsie Branch of the
American Association of University Women, Inc.
P.O. Box 1908, Poughkeepsie, NY 12603



Volume 25, Number 6

Our 56th year of publication.

<http://www.aauwpoughkeepsie.org>

February 2012

FEBRUARY CALENDAR

Online Calendar at www.aauwpoughkeepsie.org

- 1 **Board Meeting: 7:00 pm**
Hostess: Cecilia Dinio-Durkin (518-2713)
- 2 **Book Group (small & unnamed): 7:30 pm**
Book: *Blue Nights* by Joan Didion
Hostess: Celia Serotsky (473-8426)
Contact: Cathy Kinn (cathy@kinn.org)
- 6 **Word Games: 2:00 pm**
Hostess: Rita Minnerly (471-2525)
Coordinator: Eleanor Aronstein (462-6452)
- 6 **Gourmet: Out & About: 6:30 pm**
Lemongrass, a Thai restaurant, Arlington area
Contact: Kay Saderholm (229-8545)
Ksaderholm@aol.com
- 8 **Membership Meeting** (second column)
- 10 **"The Branch" deadline for March.**
- 10 **Daytime Literature: 10:00 am**
Book: *Day After Night*
by Anita Diamant
The Manor at Woodside, 168 Academy, Pok.
Coordinators: Diana Gleeson (229-8458)
& Tiz Hanson (229-9394)
- 11 **Bridge For Beginners: 10:00 am**
Hostess: Noreen Rothman (452-2670)
Coordinators: Donna Reichner Mintz &
Betsy Vivas (485-2379)
- 11 **Trekkers: 9:00 am** (Snow date 2/18/2012)
(Meet: area between Toy-R-Us and
Stop & Shop, Rte 9)
Wilbur Boulevard Walk
Leaders: Marjorie Krems (473-3580)
& Kathy Brown (486-4605)
Coordinator: Karen Haynes (297-5700)
- 13 **Movie Night: Time TBD by show**
Movie: Group members will be notified the
Thursday before - be sure to sign up with Sue.
Discussion: *Eveready Diner*, Rt. 9, Hyde Park
Director: Susan Osterhoudt (889-4469)
Producer: Kim Butwell
- 15 **Bridge I: 1:00 - 4:00 pm**
Hostess: Margaret Nijhuis (635-8612)
Coordinators: Linda Ronayne (897-9745)
& Mary Ann Ryan (897-9679)

Calendar continued on page 2...

Monthly Membership Meeting

(All members are invited and encouraged to attend)

Making Sense of the Communication Revolution

Understanding our Role in the Digital World

As Confucius noted, "The essence of knowledge is, having it, to apply it."
As Bob Dylan noted, "Something is happening here, but you don't know
what it is, do you Mr. Jones."

Bridget Hollenback, Director of Social Media and Outreach at the
Hannah Arendt Center for Politics and Humanities at Bard College

Wednesday, February 8, 2012

7:00 pm

Poughkeepsie Day School

260 Boardman Road
Poughkeepsie, NY 12603

Our meeting will be held in the Gilkesen Center, a
modern one-story building on PDS campus, which is
equipped with needed audio/visual devices



Digital technology and social media impact almost
every aspect of our lives, and have altered the way we
behave, learn, communicate and even think. In this new world, understanding the
psychological ramifications of the pervasive reach of media has become vital.
Whether our focus is the effectiveness of a non-profit, the impact of technology
on our children, entertainment, advertising, education, or most any other
endeavor, the study of media psychology can help to make sense of them all.

Bridget Hollenback will explain the psychology behind our usage of digital
media and how it impacts daily life.

- *How do we understand and span the digital divide between ourselves and our children?*
- *How can technology be used to improve the education of our children?*
- *Why has social media become such a powerful tool for pro-social change?*
- *How can we maximize business and branding potential through the use of digital technology?*

She will provide an overview of some of the tools at our disposal, help us
understand the differences between them, and perhaps most importantly, take
some of the mystery out of this new digital landscape.

Continued on page 2...

Calendar Continued...

Online Calendar at www.aauwpoughkeepsie.org

- 16 All those books...:** 7:00 pm
Book: *Madame Bovary* by Gustave Flaubert
Hostess: Kim Butwell (698-1855)
Coordinator: Kim Butwell (698-1855)
- 16 Aventures en Soleil:** 11:30 am - respond by Jan. 25th.
Luncheon at the Culinary Institute, details page 3.
Reservations: Peggy Lombardi (635-9091)
Coordinators: Peggy Lombardi (635-9091)
& Ruth Sheets (473-6202)
- 20 Manderley Literary Society:** 7:30 pm
Book: *Tinkers* by Paul Harding
Hostess: Jacqueline Klein (485-6530)
Coordinator: Ellie Burch (297-7828)
- 21 Art on the Go:** 9:30 am
Fat Tuesday celebration and galleries tour, Beacon
Coordinator: Mary Coiteux (226-8275)
- 21 Cuisine:** 6:30 pm
Spanish Cuisine
Recipes: Carol Foy (462-1363)
Hostess: Rita Minnerly (471-2525)
Coordinator: Barbara Van Itallie (462-3924)
- 22 Contemporary Literature:** 7:30 pm
Book: *The Immortal Life of Henrietta Lacks*
by Rebecca Skloot
Hostess: Nancy Grucza (298-2344)
Coordinator: Ann Wade (229-5267)
- 22 Mah Jongg:** 1:00 - 4:00 pm
Hostess: Gerry will send location by email.
Coordinator: Amy Schwed (462-2269)
January - March: Gerry DiPompei (635-2050)
- 23 Pins & Needles:** 7:00 pm
Knitting with Jane Toll...Continued
Hostess: Diana Gleeson (229-8458)
Coordinators: Arlene Seligman (297-0006) &
Jane Toll (463-2712)
- 23 Bridge II:** noon - 3:30 pm
Uno (on the arterial) - Lunch (\$15)
Coordinators: Cathy Kinn cathy@kinn.org &
Janet White (462-6675)
- 25 Trekkers:** 9:00 am
Annual Planning Meeting
Hostess: Karen Haynes (297-5700)
Coordinator: Karen Haynes (297-5700)
- Tee Off:** Play will continue in June, 2012.
Coordinator: Terry Schneider (849-1122) &
Gerry DiPompei (635-2050)
- Women's Personal & Professional Development:**
5:30-7:30 pm. Plans will be emailed, contact Kim to
be sure you are on the list.
Coordinators: Kim Butwell kim_butwell@ml.com &
Jacqueline Goffe-McNish mcnish@sunydutchess.edu
- World Travelers:** "Travels" will start in March, see page 6
Contact coordinator to be added to the list.
Coordinator: Jeanette Cantwell jntt@msn.com

Looking Ahead on page 3...

Making Sense of the Communication...

continued from page 1...

Recent rapid technological advances have irrevocably changed the landscape of human interaction. The proliferation of the Internet in many parts of the world has opened up communication possibilities heretofore unimaginable, whether we are ready for them or not.

Many people remain amazed at the speed and degree to which the Internet has become entrenched in modern day society. Today, the Internet provides the framework for almost all media, serving as the technological backbone as media shifts, merges, and continues to reinvent itself.

Continued technological innovation has now allowed us to stay in touch utilizing the Internet no matter where we are. Whether using a laptop or mobile phone or other digital device, we are no longer tethered to a landline. This has eased and improved the channels of communication even further, leading to an unprecedented level of social networking online.

About Bridget Hollenback

Bridget Hollenback is the Director of Social Media and Outreach at the Hannah Arendt Center for Politics and Humanities at Bard College. She is a dynamic social media and multi-platform development executive, with extensive experience in public broadcasting, non-profit industries, and entertainment. She is a vanguard in the study of Media Psychology, being one of the first recipients of a Master of Arts degree in Media Psychology and Social Change from Fielding Graduate University. She received her undergraduate degree in Advertising from Emerson College in Boston.

Bridget recently created a comprehensive Transmedia Storytelling campaign geared toward increasing awareness, engagement and charitable giving for the Face 2 Face AIDS project, a non-profit that works with those facing the challenges of AIDS and poverty in Malawi and Cambodia. She utilized social media platforms stateside to launch a successful university scholarship fund for deserving students in Malawi.

Prior to receiving her Masters degree, Bridget was a consultant working with NPR and PBS stations nationwide. She strategized with the stations on improving the content and performance of their websites through the use of analytics, creative content and market analysis; and worked with them on media innovation grants with the aim of developing effective, replicable forward-thinking digital strategies.

Directions: Route 9 to Spackenkill Road, in 1.9 miles turn left onto Boardman Rd, Poughkeepsie Day School (PDS) is on the right - Gilkeson Center is the **third** right entrance (one-way road). Boardman Rd can also be accessed from Hooker Ave (Rt 376), you will be approaching the school from the opposite direction. Our meeting will be held in the Elizabeth C. Gilkeson Center, a modern one-story building on PDS campus. **Look for the AAUW signs and balloons!!!**

Questions: Barbara Hugo *876-6686* Bhugo2@gmail.com



AAUW

Poughkeepsie Branch of the American Association of University Women, Inc.
www.aauwpoughkeepsie.org

Cordially invites the public to

**Making Sense of the Communication Revolution &
Understanding our Role in the Digital World.**

with



Bridget Hollenbeck

Date: Wednesday, February 8, 2012 7:00 pm
Poughkeepsie Day School, Gilkesen Center
260 Boardman Road
Poughkeepsie, NY 12603

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