BRAINSTORM SHEET

Bring your ideas to the Publications Meeting

Name: _____ Rink name: _____ Cell phone: _____

Rinksider is written for you and by people like you. The best stories come from the floor. Jot down anything — a half-formed idea is enough; we'll shape it together.

1 WHAT WOULD YOU LIKE TO READ ABOUT?

Topics you wish someone would cover, questions you keep running into, trends you're curious about.

2 WHERE DO YOU NEED HELP?

Staffing, pricing, parties, insurance, maintenance, marketing — whatever is keeping you up at night.

3 WHAT'S WORKING IN YOUR RINK OR FEC RIGHT NOW?

New attractions, promotions, programs, tech, vendors or events that other rinks can implement in their business.

Name: _____

Continued on next page →

PITCH IT

Turn an idea into a story. Fill in as many as you like.

IDEA 1

Headline or topic _____

Why members need this _____

Who should we talk to? (operator, vendor, expert) _____

Best fit: ☐ Rinksider Magazine ☐ RSA Blog ☐ RSA Today Newsletter

IDEA 2

Headline or topic _____

Why members need this _____

Who should we talk to? (operator, vendor, expert) _____

Best fit: ☐ Rinksider Magazine ☐ RSA Blog ☐ RSA Today Newsletter

IDEA 3

Headline or topic _____

Why members need this _____

Who should we talk to? (operator, vendor, expert) _____

Best fit: ☐ Rinksider Magazine ☐ RSA Blog ☐ RSA Today Newsletter

COUNT ME IN

☐ I'd be willing to be interviewed

☐ I'd write a guest piece with editing help

☐ I can share photos or video from my rink

☐ I know a vendor or expert who should be featured

Email: _____

Send this sheet to Brian and Lynette before the meeting — even if you are attending:

editor@rollerskating.com • brian@rollerworld.net • or text a photo of all 7 pages to 317-618-1840

Name: _____