

Massachusetts Reading Network

in association with the talking information center network

July 2016

Monthly Impact Report

Director's Corner

It gives me great pleasure to introduce our first Massachusetts Reading Network (T.I.C.) Monthly Impact Report. Our goal is to inform all state stakeholders and supporters of the amazing work our staff and volunteers are delivering throughout the Commonwealth.

DIRECTOR

Our Missions Align

The Massachusetts Reading Network musters hundreds of volunteers each month to "promote the independence and well-being of elders and people needing medical and social supportive services" by providing the tools, information and comfort they need as well as to their families, and caregivers. On the next page are statistics on volunteers, programming and fundraising that support this mission. **MISSION**



Left to Right: John Shea, TIC Production Director, Lindsay Hale, Intern for both TIC and South Shore YMCA, Michaela Flaherty, South Shore YMCA Intern, Lisa Drennan, Director of Inclusion, South Shore YMCA

Commission Honors Interns

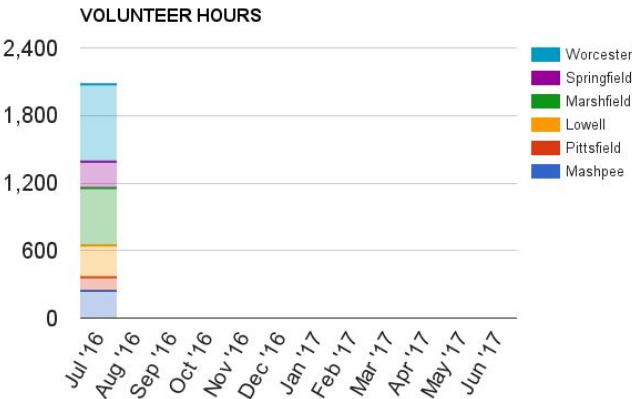
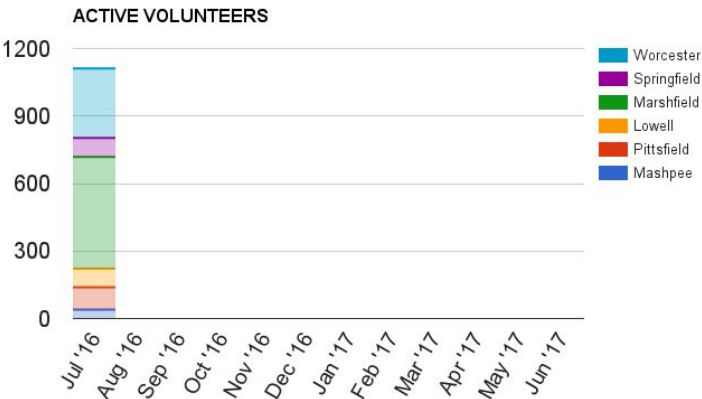
Interns and their employers from across the state traveled to Boston to be recognized by Keynote Speaker Paul Parravano, Co-Director of the Office of Government and Community Relations within the Office of the President at Massachusetts Institute of Technology (MIT). **INTERNS**

Over 700 hours of local content new in the month of July supports independence for both those in need and their caregivers. **LISTEN LIVE**

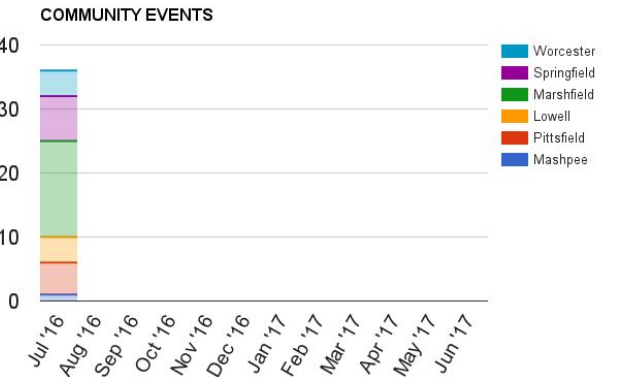
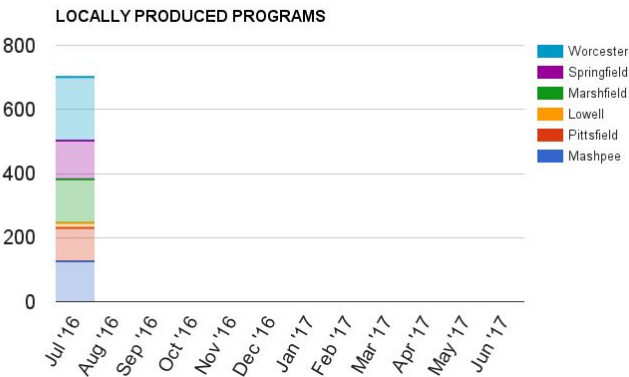
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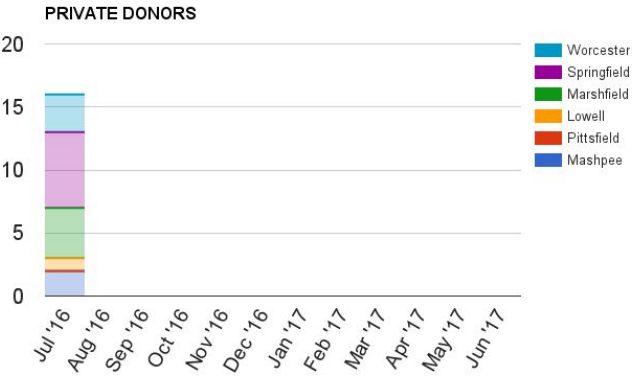
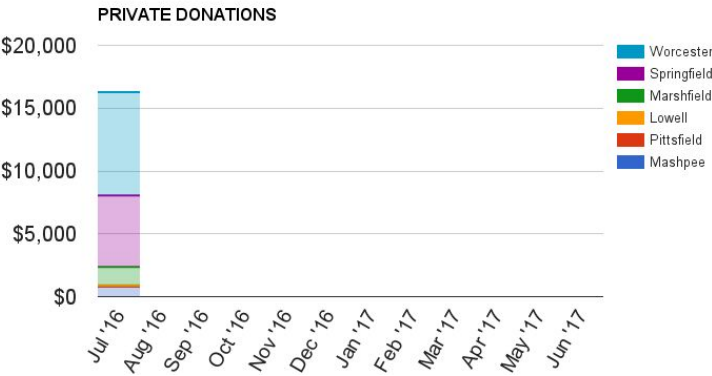
Volunteers Extend Funding and Mission



Programming and Outreach Support Independence



Diversified Development Amplifies Impact



DIRECTOR - Our focus is to know our audience, deliver unique programs and information that enhances a listener's independence, while engaging, recruiting and recognizing the incredible volunteers that support our mission. Today, we have six active stations throughout the state: Mashpee, Pittsfield, Lowell, Marshfield, Springfield and Worcester.



Barbara Loh, of Valley Eye Radio in Springfield, at the International Association of Audio Information Services 2016 Conference, with her honorable mention award for Consumer Information Programming. John Shea on right.

We are close to re-opening our Boston studio in the next couple months, which will bring us to 7. We are very grateful to work closely with the Massachusetts Commission for the Blind and most recently the Executive Office of Elder Affairs. One of our top priorities from the completion of our 3 year strategic plan is to; **Increase Awareness** of our services. This report is a great start. Please share with your colleagues and any other individuals who may benefit or want to get involved. **Jim Bunnell, Executive Director, TIC**

MISSION - This monthly report will track progress on the new three year strategic plan now being implemented by TIC, in association with the entire Massachusetts Reading Network. The strategic plan, as it is executed, will make each dollar work even harder, reaching more people via more volunteers, more programming and more community events.

The Massachusetts Executive Office of Elder Affairs (EOEA) mission, in full, is "We promote the independence and well-being of elders and people needing medical and social supportive services by providing advocacy, leadership, and management expertise to maintain a continuum of services responsive to the needs of our constituents, their families, and caregivers." As the primary sponsor of the Massachusetts Reading Network, it is no coincidence that the EOEA missions aligns so strongly with the work of the Massachusetts Reading Network. Through its volunteers and community outreach, the Reading Network amplifies the impact of the funding it receives and reaches audiences the EOEA can't reach.

INTERNS - This happened at the Massachusetts Commission for the Blind's (MCB) 13th annual Internship Program Closing Event. The nationally recognized Summer Internship Program gives individuals, including students, the opportunity to develop professional skills in real-world settings.



John Oliveira, host of In Focus on TIC, speaking at the MCB Internship Closing Ceremony.

Whether the individual is looking to re-enter the workforce or get started, these competitive internship positions throughout the Commonwealth are a critical part of ensuring access to opportunities that develop professional skills and leads to economic self-sufficiency. The MCB internship program is a national model that has been replicated in several states. The participating students spent eight weeks gaining experience working for media outlets, hospitals, private companies, colleges and universities, public agencies and elected officials.

"MCB is committed to providing internship opportunities, not only for the traditional college-age intern, but also for the experienced professional re-entering the workforce. This program is an excellent example of how collaborations between public and private partners can be mutually beneficial."

~ MCB Commissioner Paul Saner

Listen to TIC's coverage of the MCB Internship Closing Ceremony at the Massachusetts State House on August 11th: [LISTEN_MCB_EVENT](#)

