

<p>Meeting Minutes: Media Domain August 5, 2015 from 9-10:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: September 2, 2015 from 9-10:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Susana Lopez-Adolph, Dan Bennett, and Stan Miller Recorder: Nina Ghatan (CHIP)</p>	

Topic/Issue	Discussion	Action
Media Workplan	<ul style="list-style-type: none"> • Storytelling template was reviewed and workgroup discussed using the same format for other COI correspondence, such as partner highlights (for branding). • Recommendation was made to introduce domain workgroups to the storytelling project and have them brainstorm ideas. Domains would then select a representative who would then meet with the media domain to write the story and bring it to life. Goal is to develop two stories for each Domain. • Domains will be asked to: define the problem, solution, result, call to action; and provide contact information (full name, email, and phone number) and photos (if available), and ideas for videos (location and people to feature on camera). • COI can reach out to SDSU for interns to support video communication efforts. • Success stories will be shared via social media, COI eNewsletter, with media, and included in an annual COI report. Partners will also be asked to help promote. • Schedule of success stories- Early Childhood Domain (coincide with Wellness Champion and COAP press release), Schools & After-school, Community (walk scorecard), Government (SSB forum, beverage or vending policy), Healthcare (NHLT), Business (Kitchens for Good), Media (5210 messaging). 	<ul style="list-style-type: none"> • Nina develop list of success story criteria for domain workgroups to discuss. • Stan/Nina contact domain champions re: success story schedule. • Nina look for Jacqueline Walker with SDSU's contact information for interns. • Stan reach out to Cal State San Marcos and Carlsbad High School Media Arts Center. • Stan forward Dan calendar invite for community garden site visit. • Susana reach out to 48 hour film festival participants, Diamond Productions, and Film Connection. • Dan insert COAP success stories into the new template. • Susana insert graphics into the new template.
COAP Press Release	<ul style="list-style-type: none"> • Event will be used to promote Wellness Champion program and discuss the connection between community gardens as a way to increase access to healthy foods. • Logistics- determine how to get kids at the garden; invite Marty Emerald, Todd Gloria (if Marty is unable to attend), and Mayor Faulkner. 	<ul style="list-style-type: none"> • Discuss inviting elected officials with Stephanie