

Meeting Minutes: Media Domain June 1, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123	Next Domain Meeting: July 6, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123
Attendees: Cheyenne Bourne, Dan Bennett, Emilie Dang, Joangrace Espiritu, and Susana Lopez-Adolph Recorder: Nina Ghatan	

Topic/Issue	Discussion	Action
COI 101	<ul style="list-style-type: none"> • Infographic- Cheyenne presented two sample infographics to the workgroup for feedback. The workgroup really liked the layout and recommended a few minor edits. • COI Slide- Dan B. is developing a slide with general language COI partners can use to describe their involvement with the COI when they are presenting in the community. Nina recommended that Dan checks with Deirdre since she may already created this information. 	<ul style="list-style-type: none"> • Cheyenne make edits to infographic. • Dan B. check with Deidre to see if she has a standard slide to describe her role in COI.
Press Kit	<ul style="list-style-type: none"> • Questions talking points should answer: <ul style="list-style-type: none"> • What is COI?- describe COI and collective impact • Why does San Diego County need COI?- provide stats on childhood obesity • Who are the partners? - describe complexity of childhood obesity and need for collective impact, describe the domains and the type of partners we work with. • Who is the target audience? Partners and the public through 5-2-1-0. • What are some of your current projects?- pull from workplans • How can people get involved?-visit website, connect with us on social media, attend workgroup meeting, and contact Nina. • Workgroup also discussed providing answers to common questions such as: <ul style="list-style-type: none"> • What type of services do you provide?- PSE change, describe projects • What are the rates of childhood obesity, or where is it the worst? • Language on schools meals, and obesity and personal responsibility. • Reviewed media best practices for reporting on childhood obesity and workgroup recommended creating a one-pager with this information to include in press kit. 	<ul style="list-style-type: none"> • Develop timeline for talking point development and press kit finalization. • Joangrace present on cause marketing conference at July meeting. • Revisit idea to host quarterly COI orientations for new partners and the media. • Develop media best practices one-pager by August.
Success Story	<ul style="list-style-type: none"> • Develop success story on the Storytelling Training the Media Domain held with the RLA Council by end of June to feature in July newsletter. 	<ul style="list-style-type: none"> • Nina check with Dan to see if newsletter can be pushed back until August. • Dan B. write success story.

