

<p>Media Domain Meeting Minutes: December 6, 2017 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>	<p>Next Domain Meeting: March 7, 2018 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123</p>
<p>Attendees: Dan Bennett (phone), Dan Fesperman, Joangrace Espiritu, Nina Ghatan Recorder: Lyndsey Tapia</p>	

Topic/Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> Nina led welcome and introductions 	
Communications Plan Updates	<ul style="list-style-type: none"> The workgroup revisited the 2017-2018 Communications Plan to discuss possible revisions for the next year's Communications Plan. The following revision ideas were discussed amongst the workgroup and are still up for discussion. <ul style="list-style-type: none"> After reviewing the goals section of the Communications Plan, the workgroup discussed separating the group's goals based on internal, external, and general focuses. Dan B. mentioned ultimately gathering input from the public about what they are interested knowing about childhood obesity via survey and general feedback. Prior to this, start asking partners the same questions in order to get their feedback first. Organize the sample social media content section to provide more specific examples and expand on descriptions. The frequency of social media messaging section should include more broad sections and percentages to make it easier to track and evaluate progression. 	<ul style="list-style-type: none"> Lyndsey update the key dates document in the communications plan
Workplan Development	<ul style="list-style-type: none"> The workgroup referred back to the workplan and filled in some additional content. <ul style="list-style-type: none"> An activity that the workgroup added is to provide a training during the June Domain Council meeting to support each domain with creating a brief video highlighting their work Joangrace and Dan B. will be creating talking points and develop a one-pager with the type of content we would like Domain Champions to highlight. Help domain champions determine the type of visuals to include in the videos and schedule time to record videos. Most likely during the next Domain Council meeting in June. Edit footage and share on COI YouTube Channel, social media pages, and during workgroup meetings. Another idea that was mentioned is to create a media press toolkit including resources on how to report the childhood obesity issue, statistical data, and links to photos and B-roll that is topic sensitive and appropriate for the right messaging. 	