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| **Media Domain Meeting Minutes**:  **November 4, 2020 10 am-11 am**  Via Zoom | **Next Media Domain Meeting**  **December 2, 2020 10 am-11 am**  Via Zoom |
| **Attendees:**  Kelley Axelson, Joangrace Espiritu, Joe Prickitt, Jennifer Taylor, Melissa Galinato, Ashley Vaughn, Juan Lopez, Lisa Mariani, and Carissa Hwu  **Recorder**: Carissa Hwu | |

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| **Topic/Issue** | **Discussion** | **Action** |
| **Welcome and Introductions** | Joangrace led introductions. |  |
| **Roundtable of Media Domain Members** | What would you like to get out of being a member of the Media Domain?   * Being in this domain allows for cross promotion of content between organizations and COI – broader reach for YMCA’s social media platform for example * Use Media Domain’s contacts for media segments. Effective way to partner and find spokespeople. * Use content that’s been developed in the Media Domain * Expand the reach to increase healthy habits, information sharing to ultimately address childhood obesity * Aetna looking to step up communications and support COI’s media domain work   + Can’t have their own social media, but they can promote other organizations’ work   + Providing more strategic grants   + Looking for health promotion efforts to support * Media Arts Center looking for leads on stories from community stakeholders   + Q&A next week with the farm owners on November 12 at 6:30   + <https://www.youtube.com/watch?v=rccv6cJ2VmI&feature=emb_title> * Healthy Cities and County is promoting Mas Fresco More Fresh Program through CalFresh   + Expanding from 6 to 41 stores   + Participants receive up to $100 a month   + Working with California Department of Social Services and others to promote this opportunity for those living near Northgate Gonzalez Market   + Goal is to increase food security   + Conducting leadership academy in conjunction with community leaders. Providing stipend to promotoras for their work.   + Community leaders or promotoras will help to gauge community interests and demands   + Working with CalFresh Healthy Living on Facebook and Instagram, automated texts and emails for outreach   + Work with the Media Domain to help promote this program |  |
| **Social Media Posts (October-December 2020)** | Adrienne Markworth from Leah’s Pantry shared their [trauma-informed toolkit](https://docs.google.com/document/d/1J3jF51rF7k0aFvqn6BCYHzK3cykqmMVj-Qmt6MIvBuE/edit)  Create different categories of social media posts   * Partner highlights * Education * Structural framework * Advocacy   Put together a calendar   * Awareness months/campaigns |  |
| **Brainstorm Session and Next Steps** | Have a working session where we create a table to delve into audience mapping:   * Who is our audience? * What are they experiencing? * What are their motivations? * What do we want them to do?   Use this to map out how we can make posts more adaptable to our audience. |  |
| **Next Meeting** | The next meeting will take place on **December 2 from 10 AM – 11 AM.** |  |