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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
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| **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
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| **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.**  |  |