



## Media Committee Minutes 01-24-07

Chair: [Liz Tabeling-Garcia](#)

Present: Liz, [Nelda Curtiss](#), Tye Boyer, [Berry Hawkins](#), and [Paula Hendricks](#) (phone)

Schedule conflict and unable to attend: [Patt Morgan Lloyd](#), [Kris Daniel](#), [Clarissa Woodworth](#), [Mary Lou Rodriguez](#)

At 1:10 p.m. Liz Tabeling-Garcia called the meeting to order.

Agenda was accepted without changes.

Quick introductions were completed.

Liz provided a brief historic review for new members included mentioning our

last few meetings have been about our Objectives, Goals and social norming campaigns; she also reviewed the presentation that was an introductory training to social norming to our coalition in November.

### **Goals-Objectives review**

Strategies to meet our objectives and goals were discussed (Liz filled in spreadsheet)

Steps in the process were discussed (Liz Filled in spreadsheet)

Other

Adjourn 1:00 pm

# MEDIA COMMITTEE

Goal #	Goal	Strategy	Steps	By Whom?	Start Date	Dead line	Comments	Budget
1	Promote the SLV Prevention Coalition to the community.	Disseminate information through local media about the Coalition's work to create a drug-free community.					Local media: i.e.: commercial, radio, newspaper outlets.	
		Strengthen name recognition of "SLV Prevention Coalition"						
2	Promote "prevention education" to the community.	Coordinate prevention education opportunities w/committees.	Invite committees to provide information and articles, press releases, etc.					
3	Support the media needs of the Coalition.	Communicate w/all committees regarding their media needs.						
		Provide technical assistance.	Prepare or provide assistance w/news releases, etc. Disseminate information through all media outlets.					
		Provide information through website, email, newsletters and other media as possible.						
		Obtain "evidence-based" prevention advertisements as possible.						

# MEDIA COMMITTEE

Goal #	Goal	Strategy	Steps	By Who?	Start Date	Dead line	Comments	Budget
1	Promote the mission of the SLV Prevention Coalition to the community by strengthening name recognition of "SLV Prevention Coalition."	Communicate our missions statement	Organize a plan on how we will communicate our goals through Printed, Broadcast, electronic media, and community presentations.	Media committee (Barry, Liz, Nelda, Tye, Priscilla, Paula)	1/24/2007	Complete	Worked on this on 1/24 and completed on 1/31/07	
			A) Prepare power point to be utilized by committee members for presentations (to keep our message consistent). Get approval from coalition	Media committee (Barry, Liz, Nelda, Tye, Priscilla, Paula) and coalition.	Jan-07	7-Mar	Work with coalition to gather key points and approval.	
			B) Presentations to other organizations (3 to 4 annually)	Media committee (Barry, Liz, Nelda, Tye, Priscilla, Paula)	Mar-07	Mar 07 June 07 Sept 07 Nov 07	Meet with organizations around community, radio broadcasting, TV commercials, on line newsletter.	
			C) Come up with a simple, yet precise message that states our purpose as a coalition to be used for distribution for bulletins, local access channels, brochures, etc. Gather <b>key points</b> from coalition to begin this process. The goal is to gain financial and organizational support across the valley.	Media committee (Barry, Liz, Nelda, Tye, Priscilla, Paula) and coalition.	Jan-07	Marh 07	Gather key points from committee members during Feb 7th meeting. Use keypoints to develop presentation and key messages to be utilized in all media materials.	