



re:TH!NK Media Committee Meeting
 Date: Nov. 2, 2011
 Location: Senior Center Willow Room
 Minutes taken by: Brown

Attendees:			
Chris Deluliis	Lisa Brown	Molly Butz	

Topic	Facilitated by:	Discussion	Actions
LC response to Media role	Chris	<p>Our presentation to the leadership committee Oct. 12th resulted in their understanding of our Committee role: support various committees in better identifying their audience and promoting message opposed to actually doing it for them. (with the exception of Molly's role as community newsroom liaison)</p> <p>They welcomed a presentation from the Media Committee and further 1:1 contact for support specifically on refining target audiences.</p>	Lisa will piece together simple ppt by Nov. 18 th and ask Chris and Molly to review
Resource list	All	<ul style="list-style-type: none"> • Revisions to twitter and proper use of it as search • Expand FB to include events, discussions, articles, pics, suggestions and share options or incentives to spread viewership. • Remove contact info so committees don't contact direct but advise their coordinators to do so. • Remove large impact, expensive options they don't need those nor could they without contract. 	

Through effective community collaboration, re:TH!NK creates an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents. This partnership would not exist without support from the Winnebago County Health Department and other local agencies, organization and community members.

P. O. Box 2080 | 112 Otter Ave | Oshkosh, WI 54903-2808 | 920.232.3000



re:TH!NK Media Committee Meeting
 Date: July 25,2011
 Location: Senior Center Willow Room
 Minutes taken by: Laura Wilner

Topic	Facilitated by:	Discussion	Actions
Next steps	All	Ppt action plan for media template with sample effort Sample media plan	Lisa proposed and Chirs and Molly will review, divide and address committees
Misc. points to include	Chris	<ul style="list-style-type: none"> • Who to reach • What is message • What is call to action or desired response • What should they care, so what • Due date and timing • Who takes on what roles • Consider costs and budget • Final approval of coordinator and fiscal agent • How does this align with environmental strategy not stand alone message attempt at changing behavior. 	Lisa will include in plan

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Topic	Facilitated by:	Discussion	Actions
Next meeting date DEC. 6 th	all	1 st Tuesday of month at Senior Center 2:30-4 Dec. 6 th	Molly reserved room already

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