

# ECHO Communications Committee

## *Emergency, Community and Health Outreach*

February Meeting  
 Minutes April 8, 2009  
 MCIT, St Paul, MN

### Meeting Attendance

Committee Members	Membership Position	2.5.2009	3.5.2009	4.7.2009	5.6.2009	6.3.2009	7.1.2009	8.5.2009	9.2.2009
Jeff Cook	Chair	X	X	X					
Suzanne LaPalm		X	X	X					
Mary Harpin		X	X						
Bukata Hayes			X						
Shruti Rajan			X						
Tati Sainati	Scribe	X	X	X					

TOPIC	DISCUSSION	DECISION/FOLLOW-UP ACTION
1. Welcome and approve/alter agenda	Chair Jeff Cook called the meeting to order and reviewed the agenda	Agenda and minutes from March meeting approved.
2. Review of “WorkPlan” Chart	Suzanne and Tati discussed the first item on the WorkPlan – Database work. Tati described difficulties in standardizing databases from multiple different sources in various formats. Jeff suggested focusing on internal “good data” first and adding data from outside lists later.	Suzanne and Tati agreed to meet to review and strategize database work. Goal is to have database in working order by the end of April.

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3. Red River Lessons Learned	<p>Executive Director, Lillian McDonald described the ECHO activation process during the Red River flooding.</p> <p>Committee discussed strategies for promoting ECHO involvement in the Flood response, including possible press release, article in ECHO newsletter.</p> <p>Committee strategized on ways to get the information out, while the database remains incomplete.</p>	<p>Committee decided to draft a press release for immediate release – ideally no later than 4/13.</p> <p>Press release can also be used in ECHO newsletter and posted to ECHO website. To ensure most timely delivery of message, ECHO will ask partners (Julie Ring, Sara Chut, Martha Parsons) to forward the article to their listserves – reaching out to our target audiences.</p> <p>Jeff will send pics from ECHO website – including shot of Zuhur or Leo on camera, Kurdish script, and ECHO Alert web page.</p>
4. Media Plan	<p>Lillian, Jeff, Tati and Suzanne discussed the media plan and strategies for reaching out to Media contacts.</p> <p>Tati shared document drafted by Shruti Rajan, with tips for contacting reporters and developing successful relationships with media outlets.</p> <p>Lillian recommended picking 2 African, 2 Asian and 2 Latin@ papers, initially, rather than attempting to contact (and maintain contact information) for all area ethnic media outlets.</p>	<p>Committee will select 6 total ethnic media outlets. Outlets will be divided up among committee members. Each member is responsible for contacting his/her media outlet, beginning a dialogue with reporter, and establishing a contact to receive ECHO press releases.</p> <p>Committee goal is to submit one press release to papers each month.</p>
5. Demo Reel	<p>Lillian updated committee on status of Demo Reel, currently in development stage.</p> <p>Committee discussed ways to find stories from community members to strengthen Demo Reel content.</p> <p>Discussed necessity of striking a balance between defining the role of ECHO and motivating viewers to support ECHO.</p>	<p>Demo Reel will be handled by Lillian, Jeff, Becky and tpt. Goal is to have Demo Reel finalized by the end of May.</p> <p>Tati will post on Next 30 Days and on Echo web asking our stakeholders to submit their stories about using ECHO.</p> <p>Jeff will forward email to Vayong and</p>

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		follow up with Tim.
6. Continued Review of WorkPlan chart.	<p>Lillian McDonald left. Committee resumed discussion of “WorkPlan” chart. Discussed strategies for getting committee members to sign off on their assignments (per chart).</p> <p>Using the WorkPlan, committee developed a monthly communications calendar, to provide guidelines for communication committee work on an ongoing basis.</p>	<p>Tati will post revised work plan chart to Communication Committee workspace on huddle. Jeff will ask committee members to review their assignments, and determine if they are willing/able to carry assignments out.</p> <p>Tati will post Communication Calendar to huddle workspace.</p>
7. Project Status Report	Discussed need to create a project status report, for purposes of tracking work completed by Comm. Committee and to report to BOD.	Jeff will create project status report.
8. Old Action Item Reports	Jeff commented that old action item reports should be cleaned up and closed out, to avoid confusion and clutter on the workspace.	Tati will clean up old action item reports.
9. Gut Check	Reviewed completed Action Items Log and discussed feasibility of completing tasks.	Committee members’ guts felt good!
<b>Next Meeting</b>	<b>May 6, 2009</b>	

Respectfully submitted by,  
Tatiana Sainati