

MEETING MINUTES

Dominican University Edgehill Mansion, San Rafael, CA 94901

Monday, March 28th, 2016

In Attendance: Vaughan, Nick, Sarah, Danielle, Bilal, Liza, Rose, Abby, Leah, Hector, Tara, Ethan and Henry

Absent: Alejandro, Josh, Ruby, Tara

<p>6:30pm – Meeting Called to Order 1) Call to order/Roll call; Approval of Agenda 2) Time for public expression (3 minute limit p/p)</p>	<p>Meeting called to order at 6:35 p.m.</p> <p>Nick said that Vaughan got a haircut Sarah got a new puppy, golden retriever named Daisy Ethan is on spring break Abby's cat has kitty cancer and is depressed about it Henry went on vacay with his family to Pajaro Dunes and had a great time Nick gets to see his dog for first time in 5 days because he's been on vacay Bilal watched The Shining</p>
<p>6:40pm – 6:55pm – Welcome/Opening Icebreaker Group Agreements Review</p>	<p>Two truths and a lie but via embarrassing stories and making up the details.</p>
<p>6:55pm – 8:10pm – New Business</p> <p>Marin Human Race and Fundraising 101 by Estelle Davis (6:55-7:15)</p> <p>Media Training by Brent Ainsworth (7:15-8:10)</p>	<p>Fundraising 101</p> <p>Estelle Davis, special guest from YLI, works in SF office and is in charge of the fundraising plan and communication. Estelle was also a member of the MCYC and went to San Marin High.</p> <p>Those seriously interested in Human Race running/fundraising are: Vaughan, Ethan, Josh, Rose, Sarah, Liza, Ruby, Bilal, (Tara, Nick? fundraising-not running).</p> <p>Race is Saturday, May 7th and you have to register but today we are focusing on how to fundraise for it. Estelle is the person who will help get you all signed up and registered. Passed out a fundraising sheet. Write down Estelle's name and reach out to her if you have any questions. edavis@yli.org and 415-606-9399. Communicate with her the same way you would with Kiely.</p> <p>Four tips: 1) ask for specific \$ amount. 2) 2 to 1 (expect that people will say no so ask more people than you think is necessary) 3) 3 times is the charm-ask three times (don't feel bad about asking and don't get discouraged) 4) give today your pledge and get it on a timeline of when you'll get the money. Backside of sheet is a cheat</p>

sheet that you can use to send emails out. Can blast out on social media, take selfies thanking them for donating, Kiely can give incentives.

A Runner's Mind is sponsoring YLI and are really excited about this. If we give them a design or logo they will take it and create running gear. Shirt sizes: Vaughan-medium, Ethan-medium, Josh-small, Ruby- small, Rose-small, Sarah-medium?, Liza-small, Bilal-Large. A Runner's Mind has also offered to do a training run for the MCYC runners. Would give them a free training, shirts, and a pizza party. Are youth interested in a training run?-Sarah will be team captain in rallying at least three other youth to do trainings. Estelle will follow up with Sarah on this aspect.

Media Training 101-Brent Ainsworth

Used to be a journalist, glad to not be anymore. Used to work at Marin IJ and was sports editor and entertainment editor and features editor, and read stories before they went to print. Took pics and videos. Worked at the Patch after the IJ. Now works with County of Marin and is public info officer. Helps publicize what the county departments do with taxpayer money and get them attention. Now sends a lot of press releases for county govt instead of receiving the press released.

Media pre internet is very different than what it is now. People can circumvent the papers now with internet. Media landscape: because the internet is now our world, people can advertise their businesses without having to buy ads in newspapers or on tv shows or radio play (can now use FB, twitter, make a website, etc.). All these social media sites are free so the traditional media loses out and that's why the newspaper keeps getting smaller, lack of advertising dollars.

Trying to get a big feature story in the Marin IJ is probably not going to happen. Marin IJ may not be our target audience, either. Circulation, 20 years ago, was 45,000. Today it's less than 20,000. MarinIJ.com has excellent readership. Went from 64 to 21 journalists since the 90s.

How to get eyeballs to look at what we're doing: blast it on social media. Unless we make a really good pitch it's gonna be tough to get something on Marin IJ. If your project is a feel good thing that betters humanity it's not going to go far with the Marin IJ because it's being overloaded with those types of stories.

Can still get really good coverage from school newspapers. From there, if it's put online other media might pay attention to it. Bilal is editor of San Marin High paper.

Why even do a news release: can send out in an e-subscription,

can tweet it, facebook it, you can tell the media about what you're doing and then you want to tell the whole world what you're doing. Have to figure out who your target audience is going to be.

Radio and TV don't really cover Marin unless it's something bad that happens here.

Strategy: consider doing social media blast instead of traditional media, make a good pitch (what makes you want to read something: it's relational, super local, catchy headline, sense of humor). But needs to be professional, not a lot of cheerleading ("look how awesome we are" or something that is really self serving is a total turn off to media). Award stories are bad in general.

What does get attention: first time something has happened, brand new, tie to the larger context in the news or what is trending, is there a way to get heightened awareness on something that is happening nationally/globally to what is happening locally, localize a hot button issue, prove that what your doing is important. You need to sell it. Making story pitch relevant: needs to make reader think that it's relevant. Something that hasn't been done before, important anniversary, can you relate something locally to a larger anniversary of a date or event? Personalizing a story, people overcoming adversity, super inspirational, finding people willing to talk about them. Personal story tied to making a difference. Ok to be emotional –biggest hook to have. Tie project into something people have heard about already.

Can try not even writing about something and just send a simple email as a story tip. "I think this is really relevant because...i can put you in touch with ..."

Could ask Tiburon paper for promotion of our non profit cause. It's worth a shot cus they have their own funding. Kev Hestle, editor at Tiburon Arc, mention Brent's name.

Anything you blast out or write up you need to "sell it", no matter what. Can do a teaser on social media, but still need to answer the question of "why should I care". Have to spend time on it even if it's just two sentences. Greet Kiely at next meeting with one sentence on how you would "sell" your work to any media source.

Quotes: they are not the same as how you would write them in your classes.

Talking points: rough script of what you will say when you are interviewed. Super clear, super easy hints that will start you talking, three main points and everyone stays on the same talking points. Don't talk about something that you aren't an expert in. Tips for where you are allowed to go and stay within your realm of expertise. Allows for no tangents.

8:10 – 8:15 – Announcements	Next MCYC meeting is April 4th at The Mansion (notice it is a back-to-back meeting!) Next cabinet meeting is April 11th at YLI Marin Teen Girls Conference-April 2 nd Social Justice movie night is Friday, April 15 th at Deborah's house
8:15-8:25 Clean Up	
8:25-8:30 Closing and Adjourn	
Additional Notes:	TO DO: Email out: Minutes to MCYC