



**Agenda for Communications Action Group Call**  
**December 16, 2014, 11 a.m. – 1 p.m. (Eastern Time)**  
**Call-in 1-877-939-9724, passcode 3833060**

**Objectives:**

- To share highlights of media outreach, new partnerships, and CAG work plan.
- To secure CAG feedback on NCSH's draft quarterly social media campaign.
- To seek input on the first prototype for a fleshed out NCSH action step, and to determine the development process for the other steps.
- To brainstorm story ideas and content partnerships.

**Agenda:**

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| 11:00 – 11:05 | <b>Welcome and roll call</b>   |
| 11:05 – 11:20 | <b>Highlights of current CAG and NCSH communications activities</b> <ul style="list-style-type: none"><li>• Media placements, social media presence, new partnerships</li><li>• Proposed work plan for this year and optional activities</li></ul>   |
| 11:20 – 11:50 | <b>Feedback: NCSH's first quarterly social media campaign</b> <ul style="list-style-type: none"><li>• Present results of NCSH survey.</li><li>• CAG feedback on content, tone, mix of channels, links to observances, quarterly timing, NCSH promotion of your resources, NCSH coordination with your social media staff.</li></ul>  |
| 11:50 – 12:35 | <b>Discussion: Prototype for NCSH action steps</b> <ul style="list-style-type: none"><li>• Overview of prototype (purpose, audience, format).</li><li>• Group discussion about format and content, tone, level and depth of information, links to resources, use of testimonials and graphics, and need for more audience-specific resources.</li><li>• How should we organize ourselves to flesh out the other action steps? Consider a few subcommittees and timeline.</li></ul> |
| 12:35 – 12:55 | <b>Brainstorming: Content Partnerships with leading websites and media outlets</b> <ul style="list-style-type: none"><li>• Overview of current partnerships (YourTango, Kinsey Confidential) and other potential opportunities/targets.</li><li>• Brainstorm story ideas (use draft list as starting point)</li></ul>  |
| 12:55 – 1:00  | <b>Wrap-up and Next Steps</b>  |