



NATIONAL COALITION FOR SEXUAL HEALTH

Agenda for CAG Call

February 10, 2014

12 p.m. – 2 p.m. (Eastern Time)

Call-in 1-877-939-9724, pass code 3833060

Objectives: The primary goal is to secure feedback from CAG members on the draft media message box and central messages. We will also provide an overview of national media outreach activities and seek your input.

Agenda:

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| 12:00 – 12:05 | Welcome and Roll Call (Susan Gilbert) |
| 12:05 – 12:15 | Overview of Media Message Box (Kellie Mullen) <ul style="list-style-type: none">• Purpose and audience• Key elements to attract media coverage• Present central messages and four core content areas |
| 12:15 – 12:35 | Discussion: Central Messages <ul style="list-style-type: none">• Discuss four options• Everyone casts a vote for top choice and group selects one option. |
| 12:35 – 12:55 | Discussion: The Problem |
| 12:55 – 1:15 | Discussion: The Solution |
| 1:15 – 1:30 | Discussion: The Benefits |
| 1:30 – 1:40 | Discussion: Call-to-Action |
| 1:40 – 1:55 | Update on National Media Outreach Activities and CAG Feedback <ul style="list-style-type: none">• Plans for national media push around “guide”• Policies and Standards Initiative• Recent media placements• Spokesperson update |
| 1:55 – 2:00 | Wrap-up and next steps |