

ATJC Committee on Outreach and Communications

Via Teleconference; January 21, 2015

Matt started the meeting at 2:04.

Approval of minutes. There were no changes to either the November or December minutes. **Melanie moved to approve the minutes without changes. Christine seconded the motion. The motion carried unanimously.**

Consideration of the agenda. Matt opened the floor for additional agenda items. There were no suggestions.

Update on the 1-page summaries.

The Committee discussed the summaries. Alison has provided language to update the MLSA piece on the summaries. The contact information will be updated, and the final sentence on the professional summary will be completed. Kate will follow up with Lisa to see if she is willing to make these changes.

Update on Outreach Plan

The introductory Gaps & Barriers article has been submitted to the MT Lawyer.

Casey gave update on the web and county-based research guides. They have been updated recently and are available for the Commission's use if appropriate.

Matt and Kate will work on developing a set of questions. Melanie suggested using the bones of the outreach plan to develop this. Michele suggested sending a small survey that has a centralized response place. She suggested starting with a survey, and following up with a phone call. This will help us share the information gathered when we talk to people. This allows people to think about it, respond, and see if other responses trigger additional feedback.

Matt added that the response rate won't be good if we limit it to a survey. The real work will take place in a conversation. Matt will work with Kate to come up with a mechanism to put before the Committee before we talk to the Commission.

Christine said that the Justice For Montana Members can help spread the word and do groundwork. MLSA has a list of community partners and several outreach avenues that may be helpful as well.

Matt noted that once we have the summaries and materials together we can share far and wide.

Matt asked if we can assign next steps under the outreach plan. Melanie asked whether the group wants to start thinking about press releases, sample articles, powerpoints, or blurbs for websites newsletters and social media. Christine said that there are some JFM folks that would be good at helping with some of these tasks. They can begin developing draft items to spread.

Melanie offered to put information in a press release format if Christine can get her the meat of an article. Christine and Casey will work on putting together a press release, and ask JFM members to begin working on additional material.

Iris gave a review of her work on the G&B intro article. Iris will work on a blurb to use for social media introducing the article.

Matt reviewed tasks:

- Kate or Matt will contact Lisa to see about finishing the summaries and send out finals.
- Montana lawyer article is done.
- Matt and Kate will work on a way of finding out who wants what Commissioners to follow up with, and to outline a plan for initial contact and what to cover. (phone or electronic)
- Christine will put together material for a press release and give it to Melanie for formatting.
- Casey and Christine will work with JFM members on additional article material.
- Iris will work on the next MT Lawyer article and circulate it to Matt and Melanie.

The Committee will work through this between now and the next ATJC meeting. **Meeting Adjourned.**