

2012-01-10 PNB Development Taskforce Subcommittee

1. Meeting convened at 1:02pm EST.

Present: Denice Zeck (American Forum), Heather Gray, Teresa Allen, Bill Crosier

2. Discussion about funding:

*C Johnson asks about interns through Annenberg School of Communication;

*D Zeck said Knight Foundation is giving grants through local community foundations, donors like matches & leveraging their money ;

*B Crosier mentions Houston Endowment, ED wants Pacifica brand out there more;

*D Zeck mentions a tag line for everything that we send out—we need brainstorm session to develop: some ideas mentioned , “More than the individual station” “more than the sum of our stations; “

*D Zeck says we could develop a campaign on multi-level and multi-faceted-- work the brand into an op ed, Facebook, social media ; If we all write up a story, D Zeck will distribute it through her media networks throughout the country;

*C Johnson said we need to develop case statement, 2-3 paragraphs (to get your focus straight with allie that we will collaborate with)- an integral part of grant proposal-- so we are “asked” to submit something;

*C Campbell said seed money from Appleseed Foundation, Johnny Appleseed;

*D Zeck will work on a budget & job description for communications/development director;

*T Allen will write up a conceptual assignment for each PNB member to bring a “story” & work with B Crosier to get on the January PNB agenda ; B Crosier said that Terrence McNally perhaps can help the PNB when in L.A.

3. Meeting adjourned at 2:00 pm EST

Respectfully submitted,

Teresa J. Allen

2012-01-10