



# PARTNERS IN CARE

Oahu's Continuum of Care

*Our mission is to eliminate homelessness through open and inclusive participation and the coordination of integrated responses.*

## PIC Communications Committee Meeting

Thursday, 2/21/19, 1-2:15 p.m.

State Capitol, Room 415

### MINUTES

**Attendees:** David Sayre (for Salvation Army), Jason Kasamoto (PIC Comms Chair, Office of Governor's Coordinator on Homelessness), Ramon Meraz (City Office of Housing), Katie Ranney (Mediation Center of the Pacific). **BY PHONE:** Kimo Carvalho (IHS); Jillian Okamoto (CCH)

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:12 p.m.	
II. Introductions	Welcomed Katie Ranney of the Mediation Center of the Pacific, a new member of PIC	
III. Approval of January 2019 minutes	January's minutes have not been completed yet	Approval deferred until next meeting
IV. Continuing Business		
A. Quarterly Newsletter	<p>Jason said the latest newsletter remains incomplete and hopes to finish it around mid-March</p> <ul style="list-style-type: none"> <li>- Thanks to Ramon for offering to gather committee updates</li> <li>- Jillian will handle a profile on Betty Lou Larson of Catholic Charities Hawaii</li> <li>- Katie has offered to handle the feature on Sam Millington</li> </ul> <p>Katie said it might be useful to have a standard list of questions for the individual member profile, and let profile subjects answer the questions on camera so we can use their footage in the future</p> <ul style="list-style-type: none"> <li>- Perhaps we can take the answers to the same question from several different people, and create a video that way</li> </ul> <p>Kimo said creating a calendar of projects would help in planning media strategy throughout the year</p>	



<p>B. How to Better “Brand” PIC</p>	<p>Ramon mentioned that a story in the Huffington Post that suggested global warming was creating more Micronesian refugees seemed to be incomplete.</p> <ul style="list-style-type: none"> <li>- Because it was his client, Kimo said he lobbied to add as much homeless clarification as possible.</li> <li>- The story said that many COFA migrants were fleeing because rising waters affected their ability to survive, but Kimo’s data suggested that many migrants were coming for education and healthcare purposes. Big disconnect.</li> <li>- Both Ramon and Kimo had hoped there would have been more of a focus on homelessness. We can’t ask them to change their story, but we could ask them to follow up.</li> <li>- If you want to respond: Think about who is your intended audience, and how do you intend to do it?</li> <li>- Katie said we could pitch the new angle to the Huffington Post, or we could pitch it to local media to target our intended audience</li> <li>- Kimo said media may not want to cover certain topics because they have already done so or they’re not timely, so look into what has been published already before pitching ideas because it may offer clues into why media outlets aren’t interested</li> </ul> <p>David reminded that Sam had sent out a list of possible communication topics on 1/22, so we can start from there</p> <p>Ramon said one idea from the strategic planning committee is to involve Lt. Gov. Josh Green in the retreat by having him as a keynote speaker, so perhaps that would attract media attention.</p> <ul style="list-style-type: none"> <li>- Kimo said it may not be newsworthy enough to warrant coverage</li> <li>- Ramon said another idea (for next year) is a session that discusses the role of government and what it can and cannot do. Kimo said we as an industry have to own that and educate our members</li> </ul>	
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Adjourned	2:24 p.m.	
Next Meeting	Thursday, April 18 at 1 p.m. at State Capitol, Room 415	

Minutes prepared by Jason Kasamoto, Communications Committee chair