

# Agenda

## Communications Committee meeting

### Listening Sessions

February 18, 2025 1-2:15 pm

February 22, 2025 1-2:15 pm

(time has been put aside until 3:00 pm for both meetings if people want to discuss further)

Michelle Pellegrin, [pellegrinmichelle@gmail.com](mailto:pellegrinmichelle@gmail.com), 510.393.2888

- I. How the Communications Committee got started and goals of meeting
- II. Listening Session: Some topics to get input from those attending:
  - a. Democratic clubs: a relational based approach: increasing membership, mentoring
  - b. California Democratic Party: What needs to be improved to optimize organizing, membership, make conventions more relevant and productive. What needs to be changed?
  - c. Federal elected officials: Communicating our concerns and finding out what they are working on; the lack of effective, unified, modern messaging.
  - d. Local elected officials: criteria, communication channels
  - e. Messaging: Short, sweet, targeted, primal cortex
    - i. Messaging Swat Teams
    - ii. Memes and Social Media. An example. A Picture is Worth a Thousand Words: Pat Toth-Smith
  - f. Mental Health in Politically Tough Times: Nancy Piotrowski (February 18 only)
  - g. Identify Priorities, sub committees and initial action items
  - h. Other topics raised during the meeting
- III. Set date(s) for followup meeting(s) for those who are interested.

### ZOOM LINKS BELOW

#### Communication Committee Tuesday, Feb 18 Zoom Meeting

Time: Feb 18, 2025 01:00-2:15 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85249636751?pwd=L5T3OOl5YaaOffzDhjBuis3TVDA9t8.1>

Meeting ID: 852 4963 6751

Passcode: 896071

One tap mobile

+16699006833,,85249636751#,,, \*896071# US (San Jose)

+16694449171,,85249636751#,,, \*896071# US

### **Communication Committee Saturday, Feb 22 Zoom Meeting**

Topic: Communication Committee Saturday Zoom Meeting

Time: Feb 22, 2025 01:00 -2:15 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88202441954?pwd=EbtcMXuYTUMAHoWZiVt4vJiQTKWYjq.1>

Meeting ID: 882 0244 1954

Passcode: 343605

One tap mobile

+16694449171,,88202441954#,,, \*343605# US

+16699006833,,88202441954#,,, \*343605# US (San Jose)

Dial by your location

- +1 669 444 9171 US
- +1 669 900 6833 US (San Jos