Introductions

Overview of Project:

* **New Angle to Campus Sexual Assault Stories** --We hope the Mother Jones investigation will turn up a new angle. MJ has a MOU with us that they will share their investigation 3 weeks prior to publication so we can plan PR around it.
* **Drumbeat of Campus Sexual Assault Stories-**- at least one a month for 12 months beginning in Jan or Feb 2018, with 5 of the pieces created by Bitch and the rest created by otehr outlets in collaboration with Bitch. Exact focus of this drumbeat tbd by December 15, but will probably focus on a media watch campaign.

To do: Jo Ellen to work with Julie to organize editors meeting by Nov 20. Results at next phone call.

**PR Assets from Peace and Love:**

* Hunting Ground social media
* Hunting Ground email list ~ 60,000
* Advocacy partners on campuses
* Other?

To do: Jo Ellen to connect with Generation Progress about reaching campus papers

Stephanie to research other assets. Deliver results by next phone call.

**Hashtag/Title/Frame**

We can't come up with this until after editors' meeting, but we aim to have this frame identified with hashtag, etc. by December 31.

**Impact Measurement**

Agreement that best form of impact measurement would be to get a baseline of conversation about campus sexual assault on Jan 1 2018, and then check again on Dec 1 2018 with the hope of seeing an increase in conversation (ripple effect). Need to  hire outside consultants to do this work--suggestions are Jan Diessner or Ariel White. Jo Ellen to research availability/cost of researchers.

**Next Meeting:**

* Proposed: Monthly Meetings
* Next Meeting November 13 at 4 ET/ 1 PT

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