

First draft created at July 2014 meeting with Jeff Meyer, Masada Disenhouse, Angela Deegan, Bob Braaton

For all SD350 teams

Team Responsibilities

Team Goals

Team Structure and Leadership

Meetings

Activities

Team Planning Outline

Specific to Media Team

Team Name

Team Members in alphabetical order:

Team Mission/Responsibilities [should add to template]

Team Goals (quantify where possible):

Editorials

Letters to the Editor & comments (in response to articles in the local print/online media that are relevant to Climate Change)

Relationships with media contacts

Indy Media - Getting stories run

Blog

Social Media

PSA promotion

Develop roles for team members

For all SD350 teams

Team Responsibilities

This document outlines Team Responsibilities to ensure that each Team is working and growing as well as possible. This is only meant to outline the minimum responsibilities of each team and is not meant to be exhaustive. Responsibilities include:

Team Goals

- Develop six month plan, including goals, methods, specific projects, measurable objectives, responsibilities (who will do what),

timeline/milestones, etc. Eventually this should be a year-long plan. Track progress and ensure that the plan is being met.

Team Structure and Leadership

- Ensure there is a democratic process for selecting a leader/co-leaders (and a term length)
- Identify a leader or co-leaders (for new teams, at minimum a contact person)
- Encourage collaboration, idea-building, and team strengthening. Ensure all voices are heard and maintain a supportive, encouraging environment.

Meetings

- Hold regular meetings - generally once a month - either be in person or via phone/web chat.
- Post team meetings to the SD350 google group and google calendar at minimum (and to website, facebook as appropriate). Meetings should be open to all SD350 members.
- Ensure that there is a meeting facilitator and note-taker at each meeting. Post finalized and approved notes from each meeting to SD350 website (internal pages) and send to google group (a link to posted notes is fine) within 2 weeks of the meeting.
- Use *modified consensus method* (see internal webpages for info) to make decisions. Teams should use judgement regarding whether others need to be involved in a decision (e.g., the Steering Committee or another team). Record any decisions in the notes and report at monthly meetings. Refer to the *Decision Making* document for more information.
- Report to larger group at each monthly meeting.

Activities

- Recruit and coordinate volunteers for the team's work. Regularly update larger SD350 group about team activities and encourage participation.
- Be aware of other teams' work and how efforts overlap/complement. One member from the team should be present at each SanDiego350.org monthly membership meeting
- Create a team google group (or otherwise ensure open and easy communication)
- Create and maintain a team page on the SD350 website, as well as identify a member responsible for maintaining/updating the webpage, and set up a schedule for regular webpage updates
- Update team activities and members in the SD350 database (CiviCRM)
- Prepare project proposals for new projects as appropriate.
- Keep the Steering Committee updated and engaged as appropriate (e.g., re decision making, budget, etc). Note: Steering Committee should be assigning a liaison to the team.

Team Planning Outline

Purpose: The purpose of this *Team Planning Outline* is to assist teams in identifying appropriate goals and projects for a 6-month (or

1-year) period and to facilitate team progress. This outline is not meant to set a plan in stone for the team, only to encourage all teams to think about their goals (including projects, learning, growth) and how to best accomplish them - at reasonable intervals. Please fill out to the best of your ability and submit to the Steering Committee by the date requested.

Specific to Media Team

Team Name

Media Team

Team Members in alphabetical order:

Indicate team leader(s) and contact(s).

Ashley Mazanec

Bill Avrin

Brynn Craffey

Bonnie Funk

Claudia Baeumler

Joan Raphael

Mike Sidebottom

Natalie Shapiro

Nicole Peill-Moelter

Interested in helping peripherally

Michael Brackney (editing)

Team Mission/Responsibilities [should add to template]

Increase visibility of the climate crisis and SanDiego350 in the public via media.

Team Goals (quantify where possible):

Editorials

- Identify stories to react to - in advance and in reaction
- Goal: 4 commentaries/op ed/ editorial per year
- Identify what the message is & who will write - should be from SD350 - refine through discussion
- Promote with UT or other outlets

Letters to the Editor & comments (in response to articles in the local print/online media that are relevant to Climate Change)

- Angela - Share with teams a google doc on the importance of and process for LTE solicitation to include the following elements:
 - compilation of good background info on importance of LTEs (Angela)
 - documented process for creating Google Alert to identify stories that need comments (Ashley)
 - Angela's compilation of instructions on inclusion of talking points and instructions on format of the letters and who to send to and who to bcc etc.
 - to notify Jeff Meyer if published
 - can be in advance of or in reaction to stories
 - acknowledge will publish only so many letters from one person in given time period
 - link to our doc for tracking published LTEs - for awards for most published letters in a year and also to provide samples to new writers.

Relationships with media contacts

- Jeff has contacted most people by phone and had conversations. Should we try to have meetings with more people? Jeff will try to set up meetings. Mentioned:
 - Morgan Lee - UT
 - Deborah Brennan - UT
 - Joshua Emerson Smith - City Beat
 - Dave Rice - The San Diego Reader
 - Don Bauder - The San Diego Reader
 - Erik Anderson - KPBS
 - Roy Hales - The Eco Report

Indy Media - Getting stories run

- Meet with indy media / think about weekly column or occasional opinion pieces.
 - OB Rag - Frank Gormley

- Miriam Raftery - East County News
- San Diego Free Press
- Voice of San Diego
- Indian Voices

Blog

Need to have plan to promote

Social Media

Get more people to like/comment/etc

One to ones with new volunteers

Identify entry level tasks for new volunteers

- (one time deal) Research pros/cons of various photo storage and organizing apps- e.g. flickr so we can choose one
- Shopping our PSA to specific media outlets (each person could be given two or three outlets to contact)
- Writing a blog (*under the review guidelines in [Process for review/publication of SD350 writings for publication](#)*)
- After watching the Sierra Club call pitching video, shadowing someone who is making calls to the media with a view to making some themselves the next time
- Writing a letter to the editor in anticipation events - e.g. the KXL rejection announcement?
- Coming up with ideas to get other groups to put a link to our website on their website which we can then review and implement

Maintaining the media list in CiviCRM (our database)

PSA promotion

- Louise was organizing this. Integrate that plan here.

How do you plan to build and develop the Team in the next 6 months?

Provide number of new members, skills gained, etc.

Anticipated Projects for coming 6 month-1 year period:

Include both projects that will be completed within this period as well as long-term or ongoing, regularly occurring activities. This is a dynamic plan that can be updated as necessary.

Project /Activity Title	Ongoing / completion date	Goals / Key Milestones (~3)	Is funding needed? (amount if known)	Progress
PSA	Sept 1st, 2014	First call made PSA sent Follow up call made Track broadcast info Review the website statistics	~ \$800 (for entire PSA project)	
One-to-Ones	Ongoing	Identify and list entry level tasks Meet with 1 person per month and identify things from the list that people can work on.	No	
Op-eds	Ongoing	2 per six month period	No	
LTEs	Ongoing	Set up and use google doc to track printed letters. Every six months send out a link to the google doc to the google group	No	The document has been set up and is being maintained
Awards for most/best LTEs	Annual	Encourage more people to submit letters Recognize people who've put effort in already Have fun	Yes	At January monthly meeting, awarded first annual prize (\$30 gift cert to Native Foods to each to two winners of raffle because there was a seven way tie for most letters in 2014)
Media relationship building with reporters	Ongoing	Make list of people to meet with Meet with these people and record meetings in CiviCRM	No	

Articles/blogs in Indy media	Ongoing	Contact editors at Independent media to have them publish a regular (monthly?) article/blog	No	Decided at Feb 2015 meeting Bob Braaton to contact OB rag 9Frank Gormley) about us doing a monthly column for them. Bob sent an email but didn't hear back. Madelaine has made enquiries about us doing a column for the SD Free Press and we're now looking for writers.
Maintain media list in our database (CiviCRM)	Ongoing	Ensure no duplicates Ensure no missing data (e.g. phone numbers/emails) Ensure data is up-to-date	No	
Topic talking points - get these from other teams on issues they work on so they/we can draw from them for talking points when they solicit requests for LTEs and also for us for blogs/op-eds	Ongoing	Set up individual google docs for this purpose Get the teams to fill them out Periodically remind the teams to update them to keep them current	No	<p><u>Solicited and Received:</u></p> <ul style="list-style-type: none"> ● Keystone XL ● Fracking ● Climate Action Plans ● Transportation ● <p><u>Solicited but not yet received:</u></p> <ul style="list-style-type: none"> ● Community Choice Energy (how we term Community Choice Aggregation for San Diego) ● Planet Based Diet ● Food Waste
Media training				

Provide status of prior period goals and projects:

Report on the status of all goals and projects. Did you achieve your goals from your Team's last plan? Why or why not? What can you do to ensure that goals are met at this time?

Develop roles for team members

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Report on the status of all goals and projects. Did you achieve your goals from your Team's last plan? Why or why not? What can you do to ensure that goals are met at this time?

N/A - this is our first plan.