

A recap of Melanie Kosaka (First Daughter Mediaworks) introductory discussion with the board and thoughts on next steps to move the conceptual to the concrete.

OBJECTIVE: TOC would like to increase its public visibility to BOTH members and the general public. Key areas to surface are TOC's legacy *and* current work as a watch dog and critical knowledge bank of Hawaii's environment and natural resources. In surfacing greater awareness of the key role TOC plays on multiple environmental fronts, the value proposition of TOC will enhance development efforts: member contributions, planned giving, donations and corporate support.

I suggest the following actions to meet the objective:

1. FDM to review current outreach materials to members - Greenleaf, social content and website and make recommendations with capacity and resource constraints in mind suggestions on a refresh with general public and media in mind.
2. Develop a press kit
3. Create a content schedule for media outreach and FDM to send 4 to 5 new releases in Q1 - Q2
4. Identify and plan key TOC events in 2021 to promote to media
5. Develop a media and corporate media distribution list

QUESTIONS FOR BOARD MEMBERS

1. What as a board member makes you most proud?
2. If someone isn't familiar with TOC, what would you share about the organization?
3. What sets TOC apart from other environmental groups?
4. 2. What would you say to encourage your children and grandchildren to join TOC.