

We had a presentation from Rhonda Nowak, Manager of External Communications for the Vancity Credit Union, about research-based media relations (Powerpoint Presentation attached)

Following the presentation, we discussed our goals for the year. The two main goals that came out were:

- Engage people who are still on the fence about the need for a poverty reduction plan
- Push people who are in support of a plan to take action

One thing that was suggested was creating a closed Facebook group, which is hopefully more conducive to discussion and more flexible than email chains. This group is here:

<https://www.facebook.com/groups/1913792835605475/> (If you've been to an Action Team meeting, request an invite and we'll let you in)

Also based on Rhonda's presentation there was a desire to engage more deeply with issues and really dig deep into research. So in four month segments, we are really going to dig in deep researching the different pillars of the plan and leveraging relationships with Coalition members who focus on these pillars. Since many of the projects we already have underway are focused on health from **September to December** we are going to focus on **health**. From **January to April** to coincide with the Fair Wages Commission's expected report, we will work on **Low Wages and Employment Standards**.

We have three more free tickets to the Canadian Centre for Policy Alternatives BC Office Fundraising Gala (<https://www.policyalternatives.ca/bcgala2017>). It will be on Thursday October 19th from 5:30 PM-9:00 PM at Fraserview Hall (820 Fraser St The key note speaker will be Senator Murray Sinclair who chaired the Truth and Reconciliation Commission, and there will be an Indian buffet dinner. **If you would like a ticket, please email me at info@bcpovertyreduction.ca before Friday October 6th at 10 AM. If more than three Action Team members would like to go, we will draw names out of a hat.**

Rhonda also brought two tickets for the Coalition and the Action Team to sit at Vancity's table at the Jack Webster Awards (BC's Annual Journalism Awards. It will be on October 12 at the Hyatt Regency Vancouver. Trish is hoping to go to represent the Coalition. **If you would like a ticket, please email me at info@bcpovertyreduction.ca before Friday October 6th at 10 AM. If more Action Team members would like to go than available tickets, we will draw names out of a hat.**

I rushed through quick updates from the **podcast** subcommittee, the **outreach materials** subcommittee and the **Poverty Mythbusters** subcommittee. If you would like to join any of these subcommittees, please let me know at info@bcpovertyreduction.ca