

**NEVADA COUNCIL FOR THE PREVENTION OF DOMESTIC VIOLENCE
PUBLIC INFORMATION COMMITTEE**

MEETING MINUTES

Monday, July 14, 2014

Via Teleconference with Public Access Located at:

Office of the Attorney General
5420 Kietzke Lane, Suite 202, Reno, Nevada 89511
Call-In Number: 1-888-557-8511
Access Code: 4188407

Committee Members Present

Committee Members Present Via Teleconference

Maricar Andrade
Nanci Glogauer
Leisa Mosely
Dr. Camille Naaktgeboren
Suzanne Ramos

Committee Members Absent

Elynn Greene
Denise Yoxsimer

Attorney General's Office Staff Present

Colleen Platt, Deputy Attorney General, Legal Counsel to NCPDV (via phone)
Kareen Prentice, Domestic Violence Ombudsman
Anjanette Bitsie, NCPDV Administrative Assistant (AGO-Reno)
Jennifer Lopez, Public Information Officer (via phone)
Beatriz Aguirre, Assistant Public Information Officer (via phone)

Public Present

No Public Present

1. Call to order and roll call of members.

Maricar Andrade called the meeting to order at 11:00 a.m. Anjanette Bitsie conducted the roll call of members. Ms. Andrade established quorum.

2. Public comment

There was no public comment.

3. Approval of minutes from the April 14, 2014 meeting. (For possible action.)

Maricar Andrade asked for a motion on approving the minutes from the meeting on April 14, 2014. Suzanne Ramos made the motion to approve the minutes. Dr. Camille Naakgetboren seconded the motion. Meeting minutes were approved.

4. Review and discussion regarding the Michael Bolton Foundation Grant to NCPDV. (For possible action)
 - a. Discuss Clark County DV Fatality Review Team recommendation to “implement a broad public education campaign to recognize that even seemingly minor incidents in a relationship can be red flags that often escalate to more severe violence, power and control issues in a relationship.” The Committee members will bring at least two ideas for discussion. (For possible action.)

Maricar Andrade opened up discussion on both items 4 and 4a. She discussed working on print ad campaign in October. Maricar looked into the “No More Campaign” and found that there are ads , posters, logos and content that addresses Domestic Violence and Sexual Assault. Usage is free. The ad campaign would combine both the Attorney General’s Domestic Violence logo with the “No More Campaign” logo. Suzanne recommended that samples be brought in to be further discussed. Discussion also included costs with the Nevada Lawyer for \$475.00 for ¼ page in color. Discussion included costs for UNLV Rebel Yell and for UNR Sagebrush. Suzanne suggested they reach out state wide and include community colleges to try to widen the range of people they are trying to reach. Camille agrees and she teaches at CSN. CSN has 40,000 students, she, will look into publication perhaps even for free. Maricar also added that ethnic newspapers should be looked at as well. Camille added that HOAs and religious groups send out newsletters for free, perhaps they could approach them. Leisa Mosely suggested using radio. It was agreed that radio ads were too expensive and the group should focus on print ads. The group estimated that they will need \$3,000-\$5,000 to fund a print ad. Maricar recommends at least \$3,000.

Maricar called for a motion to ask the Council for funds from the Michael Bolton Charities grant for print ad campaign geared for October for Domestic Violence Awareness Month. Nanci Glogauer suggested asking for \$5,000 in funds.

Suzanne Ramos makes a motion that the Public Information Committee will ask for up to \$5,000 of the \$10,000 available from the Michael Bolton Foundation Funds, to be utilized for a print campaign with the colleges as some of the targets around the state. Content will include the “No More” campaign at <http://nomore.org/>. The motto is “*TOGETHER WE CAN END*

DOMESTIC VIOLENCE & SEXUAL ASSAULT". The request is left open, in the event costs run over the requested amount, the committee can request additional funds.

Nanci Glogauer seconded the motion. Discussion included other allocation for other committees. Kareen verified that the funds are available in a work account. A vote was taken and the motion was passed unanimously.

5. Review and discussion regarding Committee goals for 2014. (For possible action)
 - a. Promote prevention aspect of domestic violence.
Nanci has approached I ♥Reno Magazine. They will do an article on the Council for free. Approval is needed to bring in front of the council.
Nanci made a motion to approve an article whether the council writes or the Attorney General is interviewed in the I ♥ Reno Magazine. Suzanne Ramos seconded the motion. A vote was taken and the motion was unanimously approved.
 - b. Increase media awareness.
This item was covered under previous discussion. The committee wants to request \$5,000 for print ads. Suzanne stated for radio programs they need to look at the scope of the message they want to send and have the Attorney General's office work with them on talking points. Jennifer will work with the group.
 - c. Update brochure and website as needed.
The websites are updated.
 - d. Increase recognition of Council
This item was addressed under the ads discussion and under item b regarding developing talking points.
6. Review and discussion regarding the Confidential Address Program CAP Brochure (For possible action)

Kareen went over the history of the Confidential Address Program (CAP). The program housed under the Secretary of State Office. They asked if the council would be able to assist with the brochure. Kareen stated that there needs to be changes to the brochure since Sex Trafficking was added to the program last legislative session.

The committee would have to update the brochure content. The Secretary of State's office has funding to print. The new brochure could be placed on the Attorney General's website and link to information on the Secretary of State's

website. The brochure needs to be redesigned. They will have to update the information and add new links to current programs and services. Discussion included changes that will be tracked by Angie. Kareen will work with Beatriz and Jennifer with design. A new draft might be available by the next meeting.

7. Schedule future meetings and agenda items. (For possible action.)
The next meeting is set for Monday, August 25, 2014 at 11:00AM

8. Public comment.

There was no public comment

9. Adjournment. (For possible action.)

Meeting was adjourned at 11:44 AM