



Meeting Agenda

Crafting Media Strategies that Accelerate Policy Change

Fall Forum

Washington Ballroom
The Westin Georgetown
2350 M Street NW
Washington, DC 20037

Thursday, November 19, 2015

Cosponsored by Media Impact Funders

- 8:30 – 9:00 a.m. **Registration and Continental Breakfast**
Washington Ballroom Foyer
- 9:00 – 9:30 a.m. **Welcome and Introductions**
Faith Mitchell, *Grantmakers In Health*
Vince Stehle, *Media Impact Funders*
- 9:30 – 11:00 a.m. **Media: A Critical Piece of the Advocacy Puzzle**
Mary Lou Fulton, *The California Endowment*
Joe Pyle, *Thomas Scattergood Behavioral Health Foundation*
David Rousseau, *The Henry J. Kaiser Family Foundation*
Osula Rushing, *Grantmakers In Health* (moderator)
- 11:00 – 11:15 a.m. **Break**
- 11:15 a.m. – 12:45 p.m. **Effective Communications Strategies**
Alison Betty, *GMMB*
Andy Burness, *Burness Communications*
- 12:45 – 1:45 p.m. **Networking Lunch**
The Promenade

(over)

1:45 – 3:15 p.m.

New Tools for Media Impact

Alice Cook, *AXS Labs*

Jeanne Pinder, *ClearHealthCosts*

Elisabeth Rosenthal, *The New York Times*

Vince Stehle, *Media Impact Funders* (moderator)

3:15 – 4:00 p.m.

Takeaways and Next Steps

4:00 – 5:00 p.m.

Reception