

**Draft Minutes
VA State Board of Social Services
Poverty Committee Meeting
August 15, 2007**

**Petersburg Department of Social Services
Petersburg, Virginia**

Members and Staff Present

Trudy Brisendine, Chair
Maggi Luca
Nettie Simon-Owens
Jim Schuyler
Doug Smith
Margaret Schultze
Marianne McGhee
Karin Clark

Welcome and Introductions

The committee meeting was called to order at 10:00 AM by Trudy Brisendine, Committee Chair.

Approval of Minutes
June 20, 2007

ON MOTION DULY MADE (Mr. Schuyler) and seconded (Ms. McGhee) moved to approve the June 2007 Poverty Committee meeting minutes as provided. Motion carried with all in favor.

Podcast Collaboration Options

Marianne McGhee provided a quick review of Charlottesville's Voices of Poverty (VOP) podcast site. The Poverty Committee has expressed an interest in a partnership with VOP as a way to call attention to poverty in the Commonwealth. Marianne indicated that the Department received two proposals for consideration. Standing Partnership, a public relations firm, submitted a proposal to manage the department's podcasting project. A second proposal was from VOP, offering to edit and upload podcasts generated statewide by the Department. Marianne recommended the second option, explaining that the Department will soon have the staff and equipment to produce podcasts in-house. She estimated that perhaps a target of posting two podcasts per month is realistic, and that she wanted to have four "in the can" and ready for VOP posting as soon as possible. An order has already been placed for the equipment and she has a new staff person on board to assume the responsibility. The possibility of the Department providing some type of consulting fee to VOP is under consideration. Discussion turned to possible podcast themes. VOP indicates that their next series will focus on the elderly. It was acknowledged that the Poverty Committee and Board as a

whole could provide an infinite number of ideas for interviews in their communities. The Virginia Individual Development Account program and EITC were mentioned as possibilities.

Mr. Schuyler and Reverend Smith informed the committee about some of Virginia's non-profits participating in Public News Service. If VOP determines that it does not want to go statewide, the suggestion was made that the PNS would be a possibility, especially given that the structure already exists. VACAP is a member of PNS and Mr. Schuyler offered to forward some Department podcasts to PNS.

The committee agreed that option two, with the Department being a contributing editor to VOP, was the best option and decided to recommend this to the full Board. An actual launch date, however, cannot be determined until Marianne knows when the new equipment will be available. Before the next meeting, Marianne, Karin and Erik will put together a time-line and bring a schedule of possible topics to the meeting for the committee to massage. Committee members were encouraged to come to the next meeting with suggestions of topics that would coincide with public interest in specific topics; e.g. featuring podcasts on the Earned Income Tax Credit between January and April to highlight the program benefits during the tax preparation season.

Committee Sharing

Reverend Smith noted that the Virginia Interfaith Center will be launching a campaign related to pay day lending. Information is available at <http://www.faithfulpledge.org>.

Adjournment

The committee adjourned at 9:55 AM. The next meeting will be held in Russell County, Virginia, on October 17, 2007, at a time to be determined closer to the date.