Antitrust Policy & Member Participation

› Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws.*

› Only members of Trust over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role.

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at http://www.linuxfoundation.org/antitrust-policy.
1. Editorial Calendar and Strategy - next steps (15 mins)
2. Proposal - “SSI Orbit” Podcast - for discussion (10 mins)
3. Update - "Financially Speaking" interview w John Jordan (5 mins)
4. Update - logo policy and contract (P Stoyko) (5 mins)
5. Good Health Pass - announcement - for approval (20 mins)
Editorial Calendar and Strategy

- Sequence of themed, monthly releases that speak directly to public audience
- Aim to reflect principles and approach on which the overall ToIP Communications Strategy will be built (e.g. message map, storyboard/narrative)

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- Does the committee want to launch the calendar in March/April?
- What theme or key messages should be featured first?
- What products should be created as part of this initial release?
Proposal - Podcast

› Mathieu Glaude (Northern Block) - SSI Orbit podcast

› Proposal - thought leaders at Trust over IP featured in upcoming episode
  › Theme: activity and progress within the various ToIP working groups

› Does the committee support making members available for this activity?

› Who should speaking publicly for Trust over IP in this case?
“Financially Speaking” interview w John Jordan

› As previously discussed - Comms Committee meeting Feb 05
  › FinLit (Neha Misra) produces a series of YouTube videos - “Financially Speaking” that primarily serve the Indian market
  › John Jordan invited to be featured in an upcoming episode
› John has reviewed a set of questions that highlight Trust over IP’s objectives and role in solving key problems and supporting innovation
› Interview will take place March 11
  › Video will be edited and posted for “Financially Speaking” by FinLit
  › Raw video will be submitted to Trust over IP to be used, if desired, for other media content
Update - logo policy and contract (P Stoyko)

**Logo Policy**
- Discussed draft policy and approval process with Linux Foundation
  - Strongly advised against gate-keeper role for Committee
  - Promote principles among members and allow them the mediate

**Contract - Comms Products (P Stoyko)**
- Sign-off for design approach and direction provided - Feb 19
- Fully functioning info-graphic for review - Mar 15
Good Health Pass - Announcement

› Good Health Pass Taskforce - successful/well-attended kick off (Feb 23)
  › Aim (per Drafting Groups workplan) - publish Trust Framework by May 30
› Intent is to announce Trust over IP role with a press release
  › Joint Good Health Pass/Trust over IP/ID2020 announcement
  › Steering Committee has approved $1k expense for media wire fee
› Draft press release circulated for committee review

RESOLVED: That the Good Health Pass press release v3 is hereby approved for public release as part of a joint Good Health Pass/Trust over IP/ID2020 announcement.
Open Discussion
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