



TRUST
Over **IP**
FOUNDATION

Communications Committee

05 March 2021

13:00-14:00 PT / 21:00-22:00 UTC

 **THE LINUX** FOUNDATION

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>.

Agenda

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)

WEBSITE	Content Producers	Actors & Directors	Curators
BLOGS			
PODCASTS (& WEBINARS)			
EVENTS			
CAMPAIGNS			

- › 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
 - › Suggested using LF policy - <https://www.linuxfoundation.org/en/trademark-usage/>
 - › Promote principles among members and allow them to 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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