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**Communications Committee**  
**Q2 2022**

**Committee Chair:** Rod Griffin, Experian

**Committee Members:** Christina Cuzzi, Fidelity; Jared Davidove, Intuit; Paul Golden, NEFE; Jeanne Hamrick, NASAA; John Lanza, Snigglezoo; Ginie Lynch, SFEPD; Elizabeth Ortiz, FDIC; Laura Shipley, Federal Reserve Board; Luisa Singletary, AFCPE; Christine Tobin, YIS; Vincent Young, SIFMA Foundation

**Jump\$Tart Staff Liason:** Jessica Cultra, Director of Communications for Jump\$Tart

**Other Participants:** Erin Prim, Snigglezoo; Christina Roman, Experian; Jennifer White, Experian

**Meeting date:** Thursday, March 24, 2022

**Discussion:** Jessica Cultra provided updates on Jump\$Tart Coalition events and programs. Discussed opportunity for partnership with Sen. Jack Reed’s office on the April virtual event during what normally would be the annual partner meeting. She shared details on the “soft” rebrand of the Jump\$Tart website and existing member communications tools. Jessica also discussed planning for a new media campaign currently titled, “The Time is Now,” emphasizing the current opportunity to advance financial education initiatives and efforts. She stressed the importance of developing a media list to help outreach. The committee discussed creation of a shared document that partners could contribute to with media contacts and influencers that Jump\$Tart could reach out to with messaging. Jessica additionally added that we need to expand our reach to non-traditional outlets, using the example of Magnolia Magazine, to grow our community.

Ginie Lynch suggested resources that may assist in communications planning at little or no cost. Jessica Cultra mentioned Catchafire.org, a website that connects non-profits to skilled volunteers who can assist with project planning and execution for things like communications and marketing and program management. EIN Presswire is a low-cost media wire service that enables pricing for single news/media releases as well as volume media release pricing as low as \$99.95. She’s had success with both services in working with SFEPD.

The committee also discussed the importance of audio and video associated with traditional media outlets and how partners may assist in creation of video content for Jump\$Tart. Laura Levine has participated in Crowdcast programs with Experian that capture video that can then be shared and used in outreach. One opportunity would be to schedule multiple short “events” with Experian to capture video that could then be used to promote Jump\$Tart programs through social media and attached to media releases. Liz Ortiz offered to share the FDIC social



media toolkit for Jump\$Tart outreach. Jessica Cultra will meet with FDIC team to explore further.

The committee also reviewed subcommittee focus areas and is scheduled regular subcommittee meetings going forward.

Next Meeting Date: July 14, 2022, 2:00 p.m. ET