

## **Public Relations Committee Report for December 2017**

**Committee Members:** Harold A. – Chair, Padmini S., Pam B., Paul N., Steve W., Tom R.

### **Work completed, potential next meeting and moving forward:**

I regret that changing assignments and subsequent travel changing at the last moment that has taken me right up to 12/31 precluded me from setting up a conference call but it will happen in January. The agenda will not change much other than on Item 4:

- 1) Final approval of the version of the letter that we send to Clergy, Judges, Parole Officers, Doctors, Therapists, Social Workers, Attorneys, Legislators, etc submitted by Padmini S. to be submitted to ISO.
- 2) Final approval of recommendations to the ISO on changes to the national flyer that has a man pictured with his hand holding the bridge of his nose.
- 3) Discussion of an edited version of the current PSA.
- 4) Area 2 PR Chair Chris P has identified the contact person for the local radio affiliates of CBS, ABC and PBS and gotten them to me and together we will be meeting with them in the next two weeks to discuss getting on the air for the Super Bowl. From there my plan is to use that as a springboard for other areas. We have a successful history with the ABC affiliate and they are warm to the idea.

Respectfully submitted,

Harold A.  
Area 2 Trustee  
Chair: Public Relations Committee