

Public Relations Committee Report for mAY 2018

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

Work completed, potential next meeting and moving forward:

Over the next few weeks the plan is to work on a strategy for reaching out to each area's Trustees to find out if they have a Public Relations committee/person and if they want help and/or have suggestions.

This will be done with an email blast we will have sent to the master list. The Public Relations Media Worksheet I'm working on is still not totally complete as I'm waiting for feeding back from the local National Public Radio stations as to their suggestions. This will be included in the email blast but not before it is submitted the committee for review.

Once we start getting responses either I or someone from the committee like Tom R will reach out personally. My plan for this coming term is to get Tom more involved as he has asked for a bigger role and after reviewing the Montreal gamontreal.ca web site he is part of maintaining, and is willing to help other areas roll out, we welcome his help. He, Paul N and I met in Cancun and did brainstorming and good fellowship

I'm still in process with reviewing and potentially editing the Promotional and Public Service materials also found in the green Information Packet. Once this is done it will be sent to the committee for review and possibly to be put on the Orlando agenda.

The new version of the letter that we send to Clergy, Judges, Parole Officers, Doctors, Therapists, Social Workers, Attorneys, Legislators, etc originally authored by Padmini S. that also appears in the Information Packet will be submitted as an agenda item for Orlando as well.

As for the National Flyer revisions the committee voted on changing to a more inclusive picture, we will need to put on the agenda an item requesting funding for new stock art.

This is a lot to do and an aggressive agenda so to put a dent in it between now and Orlando will take a team effort

Respectfully submitted,

Harold A.
Area 2 Trustee
Chair: Public Relations Committee