

PR Committee 10/20/2021

**Zoom 6:00pm Central**

## ATTENDEES

Pam B. Cindi M. Dave A. Brian B. Julian F. Harold A.

## AGENDA

Introductions for our first meeting. We gathered ideas that the committee could address.

Is the mission statement appropriate?

Can we update the existing PR literature from the Info Packet, Tri-fold brochure and handout and hanging sign with pull offs?

How can we make what we do know available for all groups?

Are we reaching out to a multicultural population?

What can we do nationally or internationally and how would it be directed to the local areas?

## NOTES

- **Discussion about what some areas are doing on television and radio.**
- **Highlighted the importance of social media and an online presence. A compulsive gambler today is more likely to look to google, twitter, facebook etc. for help rather than some more traditional ways to reach out.**
- **The importance of attraction rather than promotion and anonymity.**

## ACTIONS

1. Have ISO send the materials to all the members per Harold.
2. Set up gmail accounts so we can share documents and work products.
3. Explore the possibilities in the social media areas.

Next meeting

November date TBD at 8:30 central time.