

PR Committee 11/23/2021

Zoom 7:00pm Central

ATTENDEES

Pam B. Cindi M.. Brian B. Julian F.

AGENDA

Trustee Patrick G. has become a member of the committee. He'll attend the next meeting.

We discussed updating the mission statement for the committee. What is our mission?

Can we update the existing PR literature from the Info Packet, Tri-fold brochure and handout and hanging sign with pull offs? Everyone received the literature and we discussed updating some of the wording.

Also, how to get out hanging signs etc.

The importance of driving the compulsive gambler looking for help to the website and what they find when they get there to be helpful.

Are we reaching out to a multicultural population? Julian updated us on an interview with Telemundo. He has some Spanish language posters to be made available.

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

NOTES

- **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 not having an opinion on outside issues and not "speaking for GA" when interviewing.**

ACTIONS

1. Set up Gmail accounts so we can share documents and work products.
2. Explore the possibilities in the social media areas.

Next zoom meeting will be in January to be determined.