

PA Council/Local Association Conference Call
Thursday, September 16, 2010
12:00 Noon
Subject: Public Relations
Co-Chair: PR Council Chair Angie Horton

PR Council Chair Angie Horton advised that we currently have 2 CWC contestants and she is working on a third; October 8 is the deadline to apply; local presidents/PR chairs urged to talk to any members who have taken the CWC course to consider throwing their hat in the competition ring

Angie asked each association to check in their area to find where free advertising is available and advise her so that she can put something together for the advertisement

Will put a PR tab on the council website (as we've done for Education) so that whatever Angie puts together for advertisements can be accessed by all associations

Other items to include on the PR tab: acknowledgements, achievements (designations, promotions, etc), In Memoriam (members who have passed away)

CD Pat is looking to put together a memorial service at council day for members who have passed away – similar to what is done at regional conference

The PA Council website is now going on its 4th year of operation. Information available/being posted now has been greatly expanded from what we started out with.....hope to continue the expansion – most important factor is to get the members in PA accessing the website on a regular basis

The local presidents were urged to push the use of the website by the members of their association.....peak the members' interest by putting something in monthly newsletters or announcement at dinner meetings that offers some type of reward (special dessert at a dinner meeting, special seat at a meeting – something that does not cost the association money so that it can be an ongoing thing) for finding a particular item on the website. Once members start perusing the website to win the challenge, they may end up returning to the site again and again on their own as a result of the information they find is available to them.

Let PR Council Chair Angie Horton know of any successes/ideas that work in encouraging your members to regularly visit the website.

NEXT CALL
THURSDAY, OCTOBER 14
AT NOON
TOPIC: OPEN FORUM

DIAL-IN NUMBER: 800-908-2848
ENTER 150022 WHEN PROMPTED