

Public Relations Committee Meeting

May 21, 2009

Agenda

1. **Welcome** Charlotte Rodstrom, Chair
2. **Council Goal**
Develop a public relations campaign to advance the image of arts & culture with emphasis on minority media to encourage participation and support (4.1) (4.4)
3. **Mission**
Develop public relations strategies to stimulate greater governmental and public awareness and appreciation of the importance of cultural development within Broward County. Assess marketing and public relations needs and develop a plan to improve local media coverage of the annual planning forum, and other programs; and develop and review concepts and contents for publications promulgated or implemented on behalf of the Council.
4. Human Interest Stories (Ambit Marketing and Public Relations)
5. **Remaining Meetings for 2009**
 - a. August 20, 2009 1PM, Main Library, 6th Floor Bienes Conference Center
6. **Adjourn**

Committee Members

Commissioner Charlotte Rodstrom, Chair 954-828-5923

Deborah Kerr, Vice Chair 954-557-6304

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