

Public Relations Committee Meeting
Wednesday, June 24, 2009 @ 2 p.m. SHARP

Agenda

1. **Welcome** Deborah Kerr, Vice- 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. **Sunshine Law Review** (attachment #1) Jody Leshinsky
5. **Faces of the Arts in Broward** (attachments 2-4) Deborah Kerr, Arthur Crispino
 - a. **Good News Article Pitches** Alice Simon
6. **Cultural Division Public Relations Activity** (attachment 5) Jody Leshinsky
7. **Remaining Meetings for 2009**
 - a. August 20, 2009 1PM, Main Library, 6th Floor Bienes Conference Center
8. **Adjourn**

Committee Members

Commissioner Charlotte Rodstrom, Chair

Deborah Kerr, Vice-Chair

Jody Horne-Leshinsky, Staff Liaison

Arthur Crispino

Jaye Abbate

Alice Simon

Diane Weinbrum