



Public Relations Committee –

March 27, 2008

Assignments Completed

- Have completed 8 PR marketing & public relations plans for Education, Intervention, Neighborhoods and Positive Youth Development committees.
- Additional PR plans and modifications and refinements to existing ones have been requested and are in progress.

Continue Ongoing PR Efforts

- Excellent media coverage of Jacksonville Journey, particularly in print media.
- Will continue to pitch stories to Times-Union and other media to keep the community up to date.

Begin to Focus PR efforts on Town Hall meetings

- Need to reach out to educate community on upcoming town hall meetings on May 15, 22, 29 and June 5.
- Utilize both traditional and non-traditional media methods to reach community.