

Public Information and Awareness Subcommittee Meeting Minutes
February 20, 2008
Pitt County Development Services Conference Room

PI/A Members

Ruth Peebles, Project Director and PI/A Chair
Jennifer Holtz, Community Representative
Marilyn Williams-United Way Executive Director
James Rhodes-Pitt County Planning Director
Lynette Taylor-WITN TV Anchor
Kiara Jones-Pitt County Public Information Office
Commissioner Melvin McLawhorn—Pitt County Board of Commissioners
Georgia Claxton, East Carolina Behavioral Health.
Steve Hawley, Public Information Officer, City of Greenville

Members Present: Ruth, James, Marilyn, Kiara, Lynette, Steve

Website and Media Coverage

The BRTF co-chairs will be providing Ruth with the text for the message from co-chairs by March 3.

Subcommittee members identified their recommended quotes to be featured on the website and in publicity materials.

The subcommittee agreed to:

- Create a splash page that features a one minute overview and welcome to the 10-Year Plan website
- Incorporate video clips (still images) related to articles or text featured on the website. Still images should have captions, i.e. “Click here for more comments from Philip Mangano”; “Click here to hear more”
- Create a 20-30 minute video that includes interview clips from Philip Mangano and BRTF Co-chairs (footage from BRTF meeting introductions); the video will also provide summary of the kick-off event and feature quotes from guest speakers in text
- Feature the BRTF kick-off press conference on public access channels
- Feature the BRTF kick-off meeting on the website, but not on public access channels
- Produce a DVD to be distributed to various organizations and to be used to enhance public speaking engagements
- Produce a 30-45 second PSA with quotes and lead-ins, conversations and 10-Year Plan statistics

Steve will conduct interviews with the BRTF co-chairs. The interview process will not last more than 1- 1.5 hours. The City will use footage from the interviews to produce a PSA. The City's public access show will feature the interviews for one week. Interviews with co-chairs will be held in a compelling location, i.e. under a bridge or by a park bench. The subcommittee agreed that holding interviews at the Greenville Community Shelter might give a message to the public that the shelter is the solution to the community's homeless issue.

It was suggested that interviews with representatives from Asheville, Winston-Salem, Raleigh, and Durham be held the day before each public forum. The concrete steps taken by 10-Year Plan communities and the positive results should be the focus of the interviews. Interviews with public forum presenters a day before the forums should be scheduled. Phone interviews can be held.

The United Way will feature the 10-Year Plan in their e-newsletter and post the public forums on their event calendar.

The WITN Morning Show will provide a media opportunity to discuss the public forums and the homelessness issue.

The subcommittee agreed that the interest level of the 10-Year Plan will drop off and there has to be "in your face" news. Interviews with homeless children (or a PSA with voice of a child), interviews with formerly homeless individuals would be compelling.

Print media must be story-oriented and feature more than just an event announcement.

After the PI & A subcommittee meeting adjourned, Lynette conducted a brief television interview with Ruth about the work of the BRTF to date and how the planning process is progressing.

Public Forums

The public forums will be held on April 1, 8, 22, and 29.

The forums will be held at the Boys and Girls Club located on NC 33, Community Schools and Recreation, and the Eppes Center. Sycamore Hills Baptist Church may also be an option if they are willing to waive the \$150 rental fee.

The final forum schedule will be available by March 7 after speakers for each forum have been secured.

The subcommittee reviewed and approved the public forum publicity plan working document. (see attached.)

Tasks & Action Steps

Kiara:

- edit footage and produce 20-30 minute video/dvd and various video clips to be featured on the website

James:

- contact Paulette White about a potential location for the interviews with co-chairs

Ruth:

- contact Bob Thompson and Reverend Shuler about interviews with the City of Greenville
- edit website text

Steve:

- conduct interviews as soon as date with co-chairs has been confirmed

Marilyn:

- meeting with the United Way staff responsible for their website to discuss links to websites

James and Ruth:

- finalize quotes to be featured on website and other publicity materials

Next Meeting

Wednesday, March 12 at 9:30 am, Pitt County Development Services Conference Room