

Public Information and Awareness Subcommittee Meeting Minutes
March 12, 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, Georgia

The committee agreed that the press releases will include information about the series of public forums (topic names, dates, locations), featured speakers, describe format which includes presentations and small group discussions.

Revisions (additional text and updates) have been made to the 10-Year Plan website.

The BRTF co-chairs' interviews with the City of Greenville went well.

It was agreed to that information should be shared with the Call to Action business group and that Reverend Corbett should be contacted for a distribution list.

The faith community will be asked to include information into their church bulletins and offer transportation to the public forums.

Action Steps:

Ruth:

- develop an e-blast invitation to public forums
- draft press release and media advisory for all public forums
- coordinate radio interviews
- ask Bob to draft a letter to editor regarding forums
- seek Reverend Schuler's guidance regarding reaching churches
- contact Margaret regarding transportation
- coordinate with Lynette an interview with co-chairs
- follow-up with Margaret regarding coordinating transportation with PATS (Rebecca Clayton)
- finalize public forum descriptions and titles with Georgia's assistance

Marilyn:

- draft letter to editor post-forums (Bob Thompson will be writing first letter to the editor)
- explore presentation at Chamber power lunches
- contact CBS affiliate re interviews
- contact WNCT to coordinate an interview
- provide Ruth with UW newsletter
- participate in an interview WITN-AM

James:

- request that Kiara to set 20th as video air date;
- contact County Reporter Brock Letchworth to begin process to get audience with Daily Reflector Editorial Board
- ensure information is featured in the Stay Connected County page ad
- contact Jennifer re Channel 7 programming

Georgia:

- provide input to Ruth regarding forum questions, titles and descriptions
- add information about the 10-Year Plan on the ECBH website

Kiara:

- develop PSAs
- distribute/coordinate distribution for all identified sites

Jennifer:

- coordinate interviews with Henry Hinton

Next Meeting

Wednesday, April 16 at 9:30 am, Pitt County Development Services Conference Room