



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE
Mission: To Improve the Quality of Life for Aging Californians
1020 N Street, Room 513, Sacramento, CA 95814
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NOTICE OF JOINT RULES COMMITTEE
PUBLIC RELATIONS SUB-COMMITTEE
TELECONFERENCE CALL
Dial: (888) 617-3400
Passcode: 433055

Tuesday, January 15, 2008, 10:00 a.m. – 11:00 a.m.

PROPOSED AGENDA

Chair: Senior Assembly Member Richard Dahlgren
Vice Chair: Senior Assembly Member Billie Taylor
Senior Senators Larry Glazier and Jim Levy
Senior Assembly Members Sharon Monck, Richard Wolfe,
and Lola Young

Members of the public may be heard on any item on the California Senior Legislature (CSL), Public Relations Subcommittee Agenda. A person addressing the Chair will be limited to five (5) minutes unless the Chair grants a longer period of time. Comments by members of the public on an agenda item will be allowed only during discussion of the item by the Subcommittee. Comments by members of the public on an item not on the agenda will only be allowed at the end of the meeting. No action can be taken on any item not on the agenda whether discussed by members of the public or by members of the Subcommittee.

I. Call to Order

II. Roll Call

III. Introductions

IV. Public Comments

(This section is for members of the public only; and is to provide the public an opportunity to comment and/or present information on any matter that is not on the agenda. Each public member will be afforded up to three minutes to speak. Written requests, if any, will be considered first under this section. Additionally, the Subcommittee will provide a public comment period not to exceed seven minutes total for all public comments prior to each action item.)

(Over)

DISCUSSION/ACTION ITEMS

- V. Approve Agenda of January 14, 2008
- VI. Old Business
 - A. Video proposals request for telling the CSL story (Krohn)
 - B. Mini ads to be posted on "U tube"
 - C. Research interacting with AARP (Taylor)
 - D. Possible updating of Webb site
 - E. Having local non-profit Community Television Access Group do a commercial
 - F. Interact with CARA (Young)
 - G. Discuss role of caucus groups in promoting CSL
 - H. Review feasibility of promoting services to other Public Agencies (cities and counties)
- VII. New Business
 - A. Line 52 Campaign
 - 1. Communication with current and retired members, Their email lists and friends
 - 2. Communication with other senior organizations
 - 3. Communication with all citizens
 - 4. Development of package to hand out at presentations
 - 5. Items from members
- VIII. Public Comments
(This section is for members of the public only; and is to provide the public an opportunity to comment and/or present information to this Subcommittee on any matter that is not on the agenda. Each public member will be afforded up to three minutes to speak. Written requests, if any, will be considered first under this section. Additionally, the Subcommittee will provide a public comment period not to exceed seven minutes total for all public comments prior to each action item.)

Adjournment

Pursuant to Government Code Sections 11123.1 and 11125(f), individuals with disabilities who require accessible alternative formats of the agenda and related meeting materials and/or auxiliary aids/services to participate in the meeting, should contact Sherry Jenkins at the CSL office by phone, (916) 552-8056, or email her at sjenkins@seniorleg.ca.gov. Requests must be received by Friday, January 11, 2008. JRC Subcommittee meetings are held in barrier-free facilities in accordance with the Americans with Disabilities Act. Please contact the office to RSVP for this meeting.

Information regarding JRC agendas and meeting minutes may be obtained at www.4csl.org or by writing to the California Senior Legislature, 1020 N Street, Suite 513, Sacramento, CA 95814.