



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE

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Public Relations Sub Committee
Meeting Minutes – Pending Approval
November 8, 2006
Teleconference

Meeting called to order at 10:47
Problem with the wrong access code and had no subscriber code.

Roll call—all members were present except Dee Erman—excused
Guests—Austin Lucero, Connie Eaton

Purpose and guidelines were reviewed. Our 1st priority is to promote the CSL by land, sea and air.—personally, print media, TV, radio and by any means at our disposal.

Two way communications—Use our web site. Get news items to me and I will work with our webmaster in developing ways to use our website. Senior Senator Horace Mann had some suggestions which have been reviewed.

Senior Senator Larry Glazier is developing a Media Kit. This kit will be reviewed and brought to the JRC for review and approval. A kit is then to be sent to every CSL member and PSA.

A flyer has been developed by Senior Senator Joe Cox and will be sent to the JRC for review and approval.

Members are reminded that they may build their own websites to get the message out.

Personal contact with legislators is highly recommended and encouraged.

Personal contact with legislator's home office personnel is highly recommended and encouraged.

CSL members are encouraged to use the letter to the editor as one vehicle.

Senior Media is a great source to get our message out to seniors—Use the newsletters of organizations that you belong to and get the message out.

IF IT IS TO BE IT IS UP TO ME

A Power point presentation has been developed by Senior Assemblyman Austin Lucero and will be reviewed/revised and sent to all CSL members to use in personal presentations.

Use of TV and Radio Pro Bono time slots to present CSL information. Every TV and radio station is required to air public events and in most cases they are willing and eager to do this. Personally visit the stations and talk to the person in charge. Use these resources. They are available.

We have links to several senior organization websites—we will work on expanding this list and getting them to link us on their websites.

Displays, booths and personal presentations at senior events and fairs are excellent ways to present the CSL story.—There are several in each CSL member's territory.

ALL POLITICS IS LOCAL AND YOU ARE THE CSL LOCAL CONTACT.

Approved a draft letter that is to be sent to all Retired CSL members. The chair of the JRC is to review/revise as desired. This letter and pertinent information is to be mailed to all Retired CSL members as soon as possible.

The umbrella stake holders group will meet on November 30th. They have received a \$25,000 matching grant and will be starting the campaign to promote all organizations on the check off list that contributed.

A UNITED VOICES OF TOMORROW CONFERENCE invitation was presented. Anyone interested in Senior Issues in the Sacramento area is invited. Billie Taylor, Lola Young, Bill Young and Joe Cox will be attending this event on November 14, 2006 from 9:00 A.M. to 4:00 P.M. Anyone interested in attending may call 916-332-5980 for a reservation. It is a free conference and a continental breakfast and a lunch will be furnished. Couldn't ask for more than that.

Suggestions on ways to promote the CSL are requested.

The meeting was closed at 11:30 a.m.

PROMOTE THE FUND FOR CALIFORNIA SENIOR CITIZENS
LINE 54 ON YOUR STATE INCOME TAX FORM

WE MUST RECEIVE \$250,000 IN CHECK OFF FUNDS TO REMAIN ALIVE

**PLEASE HELP THE GOLDEN STATE SUPPORT THE GOLDEN YEARS BY
CONTRIBUTING TO THE FUND FOR CALIFORNIA SENIOR CITIZENS –
LINE 54**

CSL IS LOOKING OUT FOR SENIORS