



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE
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JOINT RULES COMMITTEE
PUBLIC RELATIONS SUB-COMMITTEE MEETING

1230 N Street, Room 201
Sacramento, CA 95814

PROPOSED AGENDA
December 8, 2005

Chair: Senior Senator Joseph A. Cox

- I. Call to Order
- II. Roll Call
- III. Introductions
- IV. Approve Agenda Action
- V. Public Comment
- VI. Old Business Action
 - 1. News Media Coverage – by each CSL member
 - 2. Promoting the CSL
 - 3. Promoting the California Fund for Senior Citizens – Line 54
- VII. New Business Action
 - 1. Use of Pictures for press releases – Develop a regular schedule
 - 2. Publicity Card – Marcia Gould's example
 - 3. Communicating with CSL members and non-members
 - 4. Contracting with Creative Publications
 - 5. Press releases, etc. to Public Relations Chair
 - 6. Involvement with other senior organizations
 - 7. Local tax preparers – CSL member contacts
 - 8. Suggestions and reports from committee members
- VIII. Adjournment