



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

1230 N Street, Room 201  
Sacramento, CA 95814

**PROPOSED AGENDA**

January 18, 2006

Chair: Senior Senator Joe Cox

Vice Chair: Senior Assembly Member Billie Taylor  
Senior Senator Mary Dennison and Senior Assembly  
Members Austin Lucero and Lola Young

- I. Call to Order
- II. Roll Call
- III. Introductions
- IV. Approve Agenda ACTION
- V. Public Comment
- VI. Old Business ACTION
  - a) News media coverage – by each CSL member
  - b) Promoting the California Senior Legislature (CSL)
  - c) Promoting the California Fund for Senior Citizens – Line 54
    - New promotional methods
- VII. New Business ACTION
  - a) Use of 25<sup>th</sup> Anniversary Pictures for press releases
  - b) Publicity Card – Senior Assembly Member Marcia Gould 's example
  - c) Communicating with CSL members/non-members/public
  - d) Contracting with Creative Publications – Senior Senator Pasqual Bettio
  - e) Press releases, etc. to Public Relations Chair
  - f) Involvement with other Senior Organizations (CRTA, etc.)
  - g) Local tax preparers – CSL member contacts a must NOW
  - h) Suggestions and reports from committee members
  - i) New Ad Hoc Fund Raising Committee – Where do we go?
  - j) Arts and Humanities – Senior Senator Pasqual Bettio
- VIII. Adjournment

Note: The Public Relations Chair has received only five press releases from CSL members. These were excellent articles BUT we need one hundred fifteen more.

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