



STATE OF CALIFORNIA

CALIFORNIA SENIOR LEGISLATURE

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JANUARY 3, 2007 TELEPHONE CONFERENCE
PUBLIC RELATIONS SUB COMMITTEE REPORT

1. Meeting called to order at 9:00 a.m.
2. Members present: Senior Senator Joe Cox, Chairman, Senior Senator Dee Erman, Senior Assembly member Lola Young and Senior Senator Roberti Marti – alternate for Betty Mulholland

Also present: Jim Levy, Bill Hollabaugh, Shirley Krohn, Ted Kagan, June Glasmeier.

3. Agenda was approved as corrected—Item 7 I was removed by the chairman.
4. Public Comment – Shirley Krohn gave a report on the activities that she has done for the CSL. San Francisco Radio Show and Adult Protective Service National convention in S.F., she has also sent in an article on reverse mortgagees. Shirley presented us with a draft opinion piece for the newspapers. She is asking for suggestions for this article that can be used by every CSL member for their local media. Approval will be requested at the JRC meeting on Jan 9-10, 2007. Shirley volunteered to be the lead person in developing a power point presentation for CSL. Send suggestions directly to Shirley. A draft copy will be presented to the JRC for approval on Jan 9-10, 2007.
5. Old Business
6. A. Media Articles were presented.

The California Retired Teachers Association gave us great coverage with the front cover and three pages in their CRTA Contact December 2006 Volume 22 Issue 5 publication. Thanks to Ed Ely, Director of Communications and Betty Soennichsen, CRTA president elect. This coverage was tremendous. It goes out to several thousand people.

Sol Fingold had a fine article in the RELAC “Retired Employees of Los Angeles County” newsletter. A newsletter published by the Retired County employees Association serving 30,000 members and representing 125,000 Retirees.

Austin Lucero had a fine write up in the Rotary Club of Los Gatos “Cat Tale” Volume #16 Issue #50 December 19, 2006 newsletter.

As reported previously—Joe Murphy had a fine article in the Tracy PRESS newspaper.

The Congress of California Seniors gave us an excellent write up in their October 2006 newsletter “CALSENIORS” This newsletter is sent to all of their members.

Bob Jaffee gives us great coverage in his newsletter that he writes for the Bay Area Caucus.

The “Senior Spectrum” gave us great coverage in their publication.

Shirley Krohn has led a group for Radio coverage on 91.7 FM for the Bay area and an information table at the National Adult Protective Services Conference in San Francisco.

Senior Assemblyman Ted Kagan reported that the CARA Alliance for Retired American convention will be held on January 18, 2007.

D. Umbrella Report was discussed by Jim Levy, Bill Hollabaugh and Joe Cox.

A Checkoff California logo has been approved. A draft script for a 60 second radio spot was discussed at the last umbrella meeting. Two representatives from the Jackson Hewitt corporate sponsor were present. A radio and media launch was discussed. Radio spots will be aired on the Northern California Broadcasters Association and the Southern California Broadcasters Association. A representative from both groups was present. A web site is being developed and the campaign will start about January 15, 2007.

E. The Public Relations Sub Committee strongly recommends that CSL members become actively involved in other Senior Organizations and take an active role in promoting the CSL.

7. A. The California Fund for Senior Citizens-Line 52 was discussed.

B. CSL flyer by Bill Hollabaugh was recommended for approval by the JRC

CSL flyer by Joe Cox was recommended for approval by the JRC

C. Media Packet was removed from the Agenda—Larry Glazier was not able to have the packet ready for the committee.

D. Donation forms to be presented to fund raising committee

E. E-mail communication promotion was discussed. Recommended that a short message about the CSL, requesting funds, etc. be developed for approval by the JRC at the meeting on Jan 9-10, 2007. **EVERY MEMBER OF THE CSL IS REQUESTED TO SEND THIS MESSAGE OR ONE OF THEIR OWN TO EVERYONE ON THEIR E-MAIL ADDRESS LIST. THIS IS EXTREMELY IMPORTANT SO THAT WE CAN RAISE THE \$250,000 THAT IS NEEDED FOR SURVIVAL. BY EVERY MEMBER SENDING A MESSAGE TO THEIR E-MAIL ADDRESSES WE WILL COVER THE ENTIRE STATE AND SEVERAL THOUSAND PEOPLE WILL BE CONTACTED. THIS CAN BE DONE WITHOUT ANY EXPENSE.**

All other items on the agenda were not covered because we ran out of time.

Respectfully submitted,

Joe Cox, Chair
CSL Public Relations Sub Committee