HOPE ANIMAL-ASSISTED CRISIS RESPONSE

Report of Public Relations Committee
September 7, 2008

Committee Members:

Chair: Dave Valantine (acting chair)
Member: Diane Sopher (PSW)
Member: Lois Abrams (PSW)
Member: Dawn Eischen (EUS)(consultant)

Purpose of the committee:

The purpose of the Public Relations committee is to research, create, and recommend to the Board of Directors national material that promotes HOPE AACR. These include the website, brochures, press releases, videos/photos, and presentations.

Recent work accomplished:

1. All recommended changes to the National Brochure have been made. We are seeking approval of the brochure at this meeting so we can place an order for brochures.
2. A rebuild of the HOPE website navigation system has been completed.
3. Web site updates have been completed.
4. Additions to the Memorial Web Page have been made.
5. Changes to the online report system have begun. The changes will automatically send a copy of reports back to the sender.

Pending Issues

1. Create Regional Brochures? (This needs discussion and approval before proceeding.)
2. A permanent committee chair needs to be found.
3. Additional committee members are needed.
4. Brochure approval and printing.
5. Develop a marketing plan.
6. Create a narrated Power Point for PR kit.
7. Review and approve PR kit.

Respectfully Submitted,

Dave Valantine

Public Relations Chair (acting)