

Public Relations Committee Report  
August 14, 2003

The Public Relations Committee has not formally met however. Several actions have taken place.

- In the late spring Kirk Pickering and Bill Cooper of TEMA worked to set up radio and television interview to promote Citizen to Citizen and the Tennessee Disaster Relief Fund.
- Work was begun on public announcement spots to air during and following disasters.
- The state VOAD chair called a Public Relations/Donations meeting.

Suggestions for promoting VOAD:

- Invite the news media to either join or participate in TVOAD meetings
- Host a meeting with the news media to present the purpose and actions of TVOAD
- Host a meeting for emergency management agencies across the state
- Host a meeting similar to a national VOAD conference among volunteer organizations in the state to promote unity and fellowship.
- Develop a Press Kit to educate the media about the value of TVOAD
- Develop a brochure for promoting the value of TVOAD
- Sponsor a statewide disaster response exercise among voluntary organizations and EMAs
- Develop "canned" Public Service Announcements for use during a disaster response
- Find a celebrity spokesperson for TVOAD
- Increase membership through a strong membership drive
- Develop a newsletter distributed regularly
- Develop agreements with EMAs across the state
- Make a presentation at the annual EMA meeting
- Set goals and objectives for TVOAD to determine our future
- Annual review the goals, objectives and purpose of TVOAD

Respectfully submitted,

  
Tim Bearden

Fund - Bob Murphy, Video/Production

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