



# Spokane Area Workforce Development Council

## Strategy Team Notes

### Public Relations Team

**Meeting Date:** April 24, 2007

**Location:** Career Path Services, 905 N Washington

**Members:**

Benesch, Jeff  
Collier, Liz - Co-Chair  
Hughes, Nick  
Schoengold, David  
Severs, Hugh-Co-Chair  
Signorelli, Angelique

**Members Present:**

Collier, Liz - Co-Chair  
Hughes, Nick  
Severs, Hugh - Co-Chair  
Signorelli, Angelique

**Staff:**

Guin, Lane  
Mattke, Mark  
Lockwood, Anne

**Specific Purpose of Meeting:**

1. Update on website and Media Strategy progress
2. Determine next steps

**Action Items Discussed:**

1. **Lane Guin:**

Discussed status of work on website. Lane is working with Mark Mattke on writing new copy where it is necessary.

Anne is to send out an invitation to the WDC, and PR Team for feedback on the website with a deadline of Tuesday, October 17<sup>th</sup>. The responses will be sent to Anne to be forwarded to Mark and Lane. The website should be up and running in 24 to 48 hours. Our goal is to have the website ready for the November 8<sup>th</sup> WDC meeting.

Lane's long term goal is to get the calendar with all the local information on it. There was a request from Lane to check websites out and make possible suggestions for the calendar

There was a discussion on how to get monthly topics for the website. It was suggested that Mark ask for topics for the website at the WDC meetings.

The Next Step: The newsletter will be the next item to complete. There is a lot of discussion about the content of the newsletter. Nothing solidified at this time.

Lane is going to track the number of hits to our website. This should give us an idea of how common our name is.

It was decided that the Demand/Decline Occupations need to be on the website.

**Ed Clark:**

After talking to Mark Mattke, Ed Clark needed to revamp his quote for a media strategy. The price hasn't changed just what he is doing and the timelines for doing the strategies. Ed is going to redo the timelines to coordinate with website.

Ed is thinking we need to put up a banner on his newsletter. It should reach about 5,000 people.

Ed is trying to find a catchy phrase for getting the word out quickly.

First step will be to campaign for the website. We also need to develop a 20 minute presentation with PowerPoint, so we can present it to the Rotary's, Exchange Clubs, Kiwanis, etc.

There was discussion around finding a theme to bring before the WDC so as to get buy in.

**Open Action Items:**

<b>Responsible</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Strategy addressed</b>	<b>PR Team Member Responsible</b>
Ed Clark	Morning Drive Radio twice per day M-F	Oct 16-Dec 15	KXLY AM 920 & KQNT AM 590	
	Journal of Business	Oct 26, Nov 9 and Dec 7	¼ page ads	
	How's Business Newsletter	Oct 16-Dec 11	Banner Ad	
	Website Launch		Distribute to local media, TV, radio, print, e-news	

<b>Responsible</b>	<b>Activity</b>	<b>Timeframe</b>	<b>Strategy addressed</b>	<b>PR Team Member Responsible</b>
	Agency Service		Marketing Strategy, Creative Direction, Copywriting, Ad design, radio production, project management production supervision	
	Develop press releases		Feature stories for distribution	
	Develop and assist in follow up survey			
	Ed Clark to change timelines of media strategy	To work with website		
Lane Enterprises	Youth Website	TBD		
	Redesign Website	In Progress	Retreat 7-19-06	
	Electronic Newsletter	TBD		
Mark Mattke?	Annual Report	12/31/06		
	Comcast-CNN Slot	10/31/06	During CNN Headline news	
	Contact Ed Clark	COMPLETED	To bring to next PR Team meeting	
	House Business radio show	Sunday & Wednesday at noon on KXLY		
	Orientation Binder	9/30/06	Kim Do looking over to see if it answers question for new person on WDC	
	Spokane Alliance	8/15/06	Community relations	
	Survey Results	Pending Chamber information	Waiting for Spokane Area Chamber	

Responsible	Activity	Timeframe	Strategy addressed	PR Team Member Responsible
	Valley Chamber (El Donna) talk radio show	TBD as part of new media strategy		
	Ed Clark & Lane Guin to be introduced at 11/8 WDC meeting	They will each give a 15 to 20 min talk.		
	Liz , Hugh and/or Mark Mattke to bring Exec Cmte up to speed	By 10/12/06		
PR Team	Provide Copy of PR Team Plan	11/8	Ed to develop plan with input from Team	
Angelique Signorelli	Orientation Binder	By 8/30	Proofing	
Hugh Severs	Q6	Was pre-empted	On air	
Anne Lockwood	PowerPoint of Website for 11/8 WDC Meeting	3 Weeks	On CD	

2. **Decide next course of action**

Going to update the Open Projects and present the new plan to WDC at the November 8<sup>th</sup> WDC meeting.

**Next Meeting Date and Location:** Thursday, October 26<sup>th</sup>, at Career Path Services, 905 N Washington, Suite 300 from 7:30 am – 8:30 am sharp.