

**Public Relations/ Communications
Committees—Joint Meeting
Harvey Miller, Chair
October 8, 2018**

Upon direction of MEA-Retired Vice President Kay Walker-Telma, the Public Relations Committee and the Communications Committee met in joint session October 8 to consider the possibility of combining the two committees into one since there appeared to be multiple overlaps of committee duties.

The joint committees first met with Brenda Ortega, editor of the *Voice*, to discuss the two ads, promoting MEA-Retired, to appear in the December and April editions. The committee approved the continuation of a full-page infomercial in the December edition and a half-page ad in the April edition. MEA-Retired's Mentoring Program will be featured in the December ad with some information about the membership process for joining MEA-Retired. The April ad will be primarily a membership promotion as active members begin the retirement process in 2019.

The Joint Committees then turned their attention to the primary task of the meeting. A motion to recommend combining the two committees into one to the MEA-Retired Board was made and seconded. After much discussion and a review of the duties of each committee, the motion was adopted. Discussion on the motion included the recommendation that the Joint Committee also create the duties of the Public Relations/Communications Committee so that the Board would have the necessary information to help in making their decision. It was also noted that a decision to combine the two committees would require a change in our Constitution.

The recommended duties of the new Public Relations/Communication Committee are:

Duties:

1. Develop PR strategies and materials to promote issues of MEA-Retired.
2. Work in coordination with the *MEA Voice* editor for inclusion of MEA Retired information.
3. Provide appropriate content to our electronic communication system as needed.
4. Recruit retirees to become involved in local chapters and MEA-Retired.
5. Approval of published information for the website, Constant Contact, and other Social Media is to be confirmed by the MEA-Retired President and/or the MEA-Retired Vice President.
6. Encourage local chapters to communicate through electronic methods or U. S. mail and to utilize the MEA-Retired Tribune.
7. Appoint a secretary to take minutes and forward them to committee members and MEA Retired Staff Secretary, Lisa Andros at EAndros@mea.org.
8. Notify Officers of meeting dates and times.
9. Submit a written report for the Annual Meeting.
10. 2019-2020 Budget - \$12,600.

The Joint Committee recommends that this issue be brought to the MEA-Retired Board for discussion and action at the earliest possible Board meeting so that any Constitution changes necessary can be forwarded to the Constitution and By-Laws Committee.

Members Present: Harvey Miller, Chair: Judy Foster, MEA-Retired President; Sue Maturkanich, Kathy Huey, Shirley L. Miles, Betsy Flory-McCoy, Dan Rudd, MEA-Retired Secretary-Treasurer; Lowell Beethem, and attending by phone—Nancy Coscarelli and Kay Walker-Telma, MEA-Retired Vice President.