

PUBLIC RELATIONS AND LIAISON

COMMITTEE OBJECTIVES/ACTIVITIES

A. OBJECTIVE/ACTIVITY: Organize and publicize School Psychology Week in Kentucky

| <u>SPECIFIC PROCEDURES TO MEET OBJECTIVE</u> | <u>TIMELINE</u> | <u>COST</u> | <u>WHO DOES</u> |
|--|---------------------------|----------------------|-----------------------------|
| 1. Update proclamation (i.e., change dates and names) to coincide with the week during which the annual fall convention is scheduled to occur. Call the Governor's Office to notify of the intent and request a photograph session with the Governor as the proclamation is signed. Send in revised proclamation for processing. | Mid-July | | Chair |
| 2. Select key KAPS members to solicit similar proclamation from their city/county officials (e.g., mayors). Provide members with a copy of the Governor's proclamation to be revised as necessary. Concentrate on cities surrounding the location of the fall convention. Encourage them to seek photo sessions and publicize through their local newspaper. | Mid-August | | Chair/Committee |
| 3. Attend photo session (if provided) with the Governor and send to newspaper with a brief article of announcement for school psychology week and convention activities. | As determined by Governor | Travel reimbursement | Chair-President or Designee |

B. OBJECTIVE/ACTIVITY: Publicize Convention

| <u>SPECIFIC PROCEDURES TO MEET OBJECTIVE</u> | <u>TIMELINE</u> | <u>COST</u> | <u>WHO DOES</u> |
|--|------------------|---------------|-----------------|
| 1. As outlined in subsection A | | | |
| 2. Contact radio and television stations in the vicinity of the convention site. Timeliness is important. Establish contact initially via letter and subsequently via phone. | 2 weeks prior to | Postage/calls | Chair/Committee |

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