

January 2009 Monthly Board Report—

Public Relations

General

This being the start of the new year, the Committee was polled as to what each member felt was necessary to achieve and how it would be achieved. The PR Director then gave a synopsis updating the committee about plans for the Building Dreams Fundraiser. All were encouraged to attend the event and sell at least 2 tickets. Members were also asked to bring in one item for raffle from vendors they use on a regular basis.

Quarterly Newsletter

Because of changes in the Chronicle as of 1/01/09 we will no longer be able to have the newsletter inserted in their paper. The Chronicle has other publication avenues, but this will require investigation. Karl Petersen has been assigned the task of finding affordable alternatives to the Chronicle.

Public Awareness

- **Events**

We had a float in the Crystal River Christmas parade with 4 Habitat mothers and their children participating. Plans for the Building Dreams fundraiser are well in the works. That committee has met at least three times, has secured Black Diamond, Wine vendors, table top houses as centerpieces for raffle and more than half of items for auction. Plans were made to attend both the Strawberry Festival and The County Fair. We will need a product not already sold for the Festival and extra manpower for the Fair. It is our intention to be represented at both events if these items can be worked out.

- **News Coverage**

We have had an active month in the local press with several articles. Wall raisings and dedications and various habitat family photos being publicized. A special article about the Dual Rotary Build received extra attention. HAMMER IT HOME is appearing monthly, PSAs have been sent to local radio stations and we also will have a spot on the Pasco-Hernando TV program advertising Building Dreams. The ad is at the Chronicle and the posters have been ordered. Tickets are ready to be sold. We have also secured 2 billboards, one right in front of the Homestore and the other on Hwy 44 on the border of Lecanto and Crystal River. They will be installed at the end of the month.

- **Website**

We have had a change over in updating the website and we are about as up to date as possible. Tortoise relocation is keeping the schedule in a state of constant change.

- **Public Speaking Opportunities**

Habitat was represented at the BWA networking luncheon and we have at least three speaking engagements coming up before the PR committee meets again in February.

- **Community Relationships**

Because of the Holidays in December, most meetings with other organizations were put on hold.