

# PAMZ - Communications Committee



<b>Meeting Date</b>	June 1, 2009	<b>Meeting Time</b>	10:00 –11:30 pm
<b>Meeting Location</b>	Conference Call		

Attendee	
Jennifer Lutz (ERCB)	√
Kevin Warren (PAMZ)	√
Phil Boehme (Ab Env)	√
Marcie Nieman (Shell)	√
Pam Vust (City of Red Deer)	√
Monica Rosevear (PAMZ)	√

Absent with Regrets	

## 1. Martha Kostuch Environmental Education Fund

- Group reviewed final draft of scholarship and drafted the cover letter to go out to the schools.
- Marcie going to distribute to schools within her area.
- Monica sending scholarship to Jim Gibbons – Superintendent for Chinooks Edge School division.
- Monica sending scholarship to Wild Rose, Wolf Creek, Red Deer High Schools and the Catholic School Division as well.
- Monica requested permission on the Provincial Scholarship connections website.  
<http://alis.alberta.ca/ec/fo/scholarships/connections.html?KWSearch=environment&deadline=&category=3&strSearch=Find+Scholarships>

## 2. Video Conferencing @ Neighbour’s Day

- Group agreed to having Kevin present at Neighbour’s Day.
- **ACTION: Monica to send required information to Marita Sterman.**

## 3. Attention Grabbing Paragraph

- Reviewed with group
- Much discussion around who is the audience intended and what media style would be used for. Some lines too provoking.
- Kevin thought the intent was for radio advertising and to stir the general public’s interest about air quality and hopefully PAMZ.
- **ACTION: Kevin going to work on wording.**

## 4. Facebook Page

- Monica created page and sent with AGM meeting reminder to PAMZ membership.
- <http://www.facebook.com/home.php?ref=home#/group.php?gid=88222437690&ref=mf>

## 5. Cover letter for sending Newsletter and Annual Report to local MLAs & MPs

- Group approved cover letter
- Monica going to send cover letter, and hard copies of the Annual Reports and Newsletters to local MLA & MPs (8 of them)

## 6. Advertising on the Weather network

- Explore costs for advertising on weather network (TV) and local TV station. What does \$2000 vs \$5000 get PAMZ in advertising.
- Web Based  
[http://www.theweathernetwork.com/advertising/pdfs/mk\\_advertising\\_options\\_for\\_the\\_weathernetwork\\_and\\_meteoedia.pdf](http://www.theweathernetwork.com/advertising/pdfs/mk_advertising_options_for_the_weathernetwork_and_meteoedia.pdf)
- Tv Based  
[http://www.theweathernetwork.com/advertising/sponsorships\\_tv](http://www.theweathernetwork.com/advertising/sponsorships_tv)

## 7. NEXT MEETING

**June 19<sup>th</sup> 9:00 until 11:00, ERCB office Red Deer**