

## **ND AWWA Public Relations Committee**

Fall Meeting

October 8, 2008

**IN ATTENDANCE:** Dean Sletten, David Bruschwein, Larry Thelen, Rick Gillund, and Sue Anderson

### **MEETING MINUTES**

- 1. Review of Meeting Schedule of the PR Committee** – The meeting schedule for the Public Relations Committee was reviewed. Meetings will be held in conjunction with the winter and spring trustee meeting, as well as the North Dakota Water and Pollution Control Conference.
- 2. Objectives/Focus and Strategies** – We agreed to focus on the same objectives for 2008-2009: promoting the professionalism of water industry employees; increasing awareness of ND AWWA and its activities; and encouraging youth to pursue careers in the water industry. We also briefly discussed promoting membership in AWWA. Strategies will again include press releases, PSAs (although we discussed disseminating these twice a year, rather than just in conjunction with Water Week), Student Scholarships, Governor's Proclamation of Drinking Water Week, and maintenance of the web site. Sue will work with her contact at BEK Communication to air the PSA there, as well as check with the North Dakota Broadcasters Association. Other possible ideas discussed were articles on the professionalism of Water Treatment Plant & Water Distribution operators for distribution to area newspapers and bill stuffers. *Upon review of the minutes, Hazel suggested a series of "Operator Profile" articles for the OB. She also suggested that could start with an article on the AWWA Member Operators that received certification. Sue will send Hazel the list of those Operators.*
- 3. Public Relations Calendar** – The public relations calendar was reviewed. Committee members were asked to let Sue know if any additions should be made to the calendar. Sue will join Hazel as a committee co-chair. Dave will continue being the Booth Coordinator. Sue will contact someone in the student chapter of AWWA and see if they'd be part of the PR Committee.