

Report from Connie Steward and Bob May – COA Community Center Public Relations Team
RE: Public Relations Planning
For July 9, 2019 COA Meeting

A summary of the work that Bob May and Connie Steward did as part of the COA liaison work for PR.

There were 2 meetings.

The first, on June 27, was with Bob Diefenbacher to discuss progress on engaging local news organizations and determine the best ways to maintain consistency in communications. Key messages to reinforce were discussed. We also focused on how to integrate multiple activities that are occurring for the new community center and requested consideration of support from the PR consultant who is assisting the Friends of Sudbury Senior Citizens, Inc. in creating an overall project plan that defines critical actions, resources and timing for moving the work forward.

On July 2nd, Bob May, Bob Diefenbacher, Dan Leinweber (PR consultant), John Beeler and Connie Steward met to review a draft version of a project plan with examples of actions needed during the coming months. Near-term priorities were discussed with emphasis on agreeing to key talking points for describing the efforts that are underway for the new community center. Recommendations for these items will be shared at the next COA meeting on July 9th.

Support from the Friends of Sudbury Seniors is deeply appreciated as we work together to build an effective communications plan.