

Report of the Communications/Media Committee

Date: September 3, 2011

Chair's Name: Loretta A. Jennings

1. Meetings held since your last report (time/date/place/attendees):

No meetings were held. All communications were via email and phone calls among committee members, NCRPS staff, other committee members and President Frances Cummings.

2. Highlights of your committee's work since your last report:

Panorama - Volume 33 Issue 3 and Volume 34 Issue 1 completed

Collaborative Correspondences with retirees and actives

*NCRSP members at NCAE rallies photos - NCAE.org & Bulletin

*NCAE greetings in Panorama Volume 34 Issue 1 from NCAE

VP Rodney Ellis

NCRSP website successfully managed by the webmaster Sandra Cox

3. Executive Board actions sought by your committee (automatic motions for the next Executive Board meeting). **State your request(s) in the form of a motion.** Give rationale for the motion.

The NCRSP Executive Board directs the NCRSP staff and Communications/Media Committee to establish a website page for each district on NCRSP.org.

Rationale: To continue to share information with the membership, each district would have access to the NCRSP website in which a template would be established for each district to keep members abreast of districts' and local units' information. One member from each district or the districts' communications/media chair could input information into the format on the website.

The NCRSP Executive Board encourages each local to establish a Speakers' Cadre that would identify NCRSP members who would communicate activities and information pertinent to NCRSP issues to members and their community, via radio/television, public meetings, and/or published materials.

Rationale: To encourage sharing information with the membership and community at large, the cadre would be a resource for sharing NCRSP information and bringing public attention to the political, economic and educational decisions impacting the citizens of North Carolina.

NCRSP President Frances Cummings, "The Cadre could also bring attention to and generate more involvement in the political arena. With funding from our NEA grant we can develop leadership to improve membership and its involvement. We could possibly setup training for 'a lead cadre/ cadres', choose the settings for communities/ public announcements, and discuss issues within our Association and how the arena of politics impacts us.'

4. Other comments or concerns (not automatic motions; for discussion only at the next Executive Board meeting):

*** The Communications Committee would like the Executive Board to consider judging the merits of the local newsletters separately and apart from the Gold Star Program. Grouping all activities into one big award may dilute the importance of some items.

*** Some locals may choose to include all areas of The Programmatic Thrust for the Gold Star Program and other locals may want to concentrate their efforts on parts of the Programmatic Thrust – such as volunteer hour reporting and/or newsletters. Is it possible to give these choices to the locals?

***The Communications/Media Committee would like to thank all chairs and members who have contributed to the *Panorama* and our website and also thank our great staff – Executive Director Pam Deardorff, Systems Analyst Dave Deardorff, and Webmaster Sandra Cox, a.k.a., 'The Efficient Magician.'