

**Public Relations Committee  
Annual Report  
March, 2007**

Jim Adelman, Chair

**The Public Relations Committee is responsible for developing and implementing public relations programs to enhance the visibility and image of the RB Community Council throughout the community.**

We have developed creative flyers to promote our guest speakers and special agenda items to the clubs and to our web site on a monthly basis. These flyers announce our guest speakers and try to focus on important topics that we feel are of interest to the residents of Rancho Bernardo.

We also send out press releases to the various media who will promote our meetings of the Council and the various subcommittees that focus on special local issues. We keep in touch with the local club managers via email to give them an insight of our meetings and guest speakers.

The PR committee was in charge of the Tri-Community elections again this year. We sent our numerous press releases with the voting information to the media as well as the club managers.

Some additional items to be considered for next year will be to send out more media releases about MAD, Traffic and Safety, and Government Relations meetings by receiving the minutes from the various meetings.

We would like to increase our media coverage to include *North County Times* and the *San Diego Union & Tribune* by sending them timely emails.