

# **ALTA Public Relations Committee Report**

Co-Chairs: Sandra Bell, First American and Frank Pellegrini, Prairie Title

Staff Liaison: Jeremy Yohe

**Recent Meetings:** Quarterly conference calls (monthly if needed). The committee last met in person during ALTA ONE; 16 members attended.

**Future Meetings:** The committee will hold a conference call on Jan. 24

## **Recent/Current Projects:**

Discuss ways to continue promotion of HOP:

- Discuss ways to continue raising awareness about wire transfer fraud
- PR opportunities with new regulations in New York
- Suggest, develop ideas to promote ALTA Member Benefits
  - Assign different member benefits to committee members who will provide short blogs about how the product has benefited their business

## **Future Projects:**

- Develop video script to explain different types of closing options
- Improve public awareness of activities of ALTA and state land title associations: Focus on messaging to regulators, realtors, and lenders