

## **ALTA Public Relations Committee Report**

Chair: Sandra Bell, First American; Vice Chair: Frank Pellegrini, Prairie Title

Staff Liaison: Jeremy Yohe

**Recent Meetings:** Conference call on June 20, 2018

**Future Meetings:** ALTA ONE, 10 a.m. – 12 p.m., October 9, 2018

### **Recent/Current Projects:**

- Messaging on key issues
  - How do we talk about these topics as an industry?
  - How can we use content with our employees?
  - How can they use content to talk with customers?
- Technology/Innovation Newsletter
  - What to call it?
  - Will members use it?
- PBS segment

### **Future Activities/Projects:**

- Help develop graphics for members to share in newsletters and social media