

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 March 22, 2018

Future Meetings: Conference call in June (time/date TBD)

Recent/Current Projects:

- Help develop social media campaign for Advocacy Summit
- Help develop Pandora ad for Advocacy Summit
- Review response to Curbed article that said title insurance is a scam and that it is time for a government takeover

Future Activities/Projects:

- Develop monthly graphics for members to share in newsletters and social media
 - Suggested topics: wire fraud, how to spot a fraudulent email, closing costs, closing tips
- Develop ads for ALTA remarketing campaign
- Help develop summer Google/Facebook ad campaign targeting first-time homebuyers