

# **ALTA Public Relations Committee Report**

Chair: Sandra Bell

Vice Chair: Frank Pellegrini

Staff Liaison: Jeremy Yohe

**Recent Meetings:** Conference call on Dec. 13, 2018

**Future Meetings:** We hold conference calls every other month; the next in-person meeting will be during ALTA ONE in October 2019.

## **Recent/Current Projects:**

- PBS segment
  - Working on script for segment on PBS Spotlight On
  - Segment will be 5-6 minutes
  - Will air for three months for a guaranteed minimum of 500 national broadcasts and at least 3 million in viewership
  - Goal is to highlight benefits of title insurance

## **Future Activities/Projects:**

- Help develop graphics for members to share in newsletters and social media
- Launch new e-newsletter, Digital Fix