

**PUBLIC INFORMATION AND EDUCATION COMMITTEE**  
**MEETING NOTES**  
**Emergency Resource Management**  
**November 6, 2014**

Members Present: Robert Ziegler – ERM (Chair), Michele Connelly – DPH/OEMS,  
Judi Reynolds – DPH/OEMS, Jodi McCormick – American Ambulance  
Teleconference: None

**1.0 Call to Order**

Bob Ziegler, Chair, called the meeting to order at 11:13AM, at Emergency Resource Management, 1116, Portland-Cobalt Road, Portland. A teleconference line was attempted to be established, but there were difficulties with the system from Charlotte Hosp.

**2.0 Accept Agenda**

**3.0 Approval of September 2014 minutes**

A motion was made to accept the October 2, 2014 minutes by Jodi McCormick, seconded by Michele Connelly and approved.

**4.0 Discussion**

A.) EMS PSA's

Bob reviewed his comments at the Advisory meeting concerning the need for funding to support committee projects.

Jodi reported she had contacted the New England Ad Council and was informed they had no funding available but are able to help an organization that has established funding. Jodi suggested contacting the Connecticut Broadcasters Association (CBA).

Bob reported he has quotes from Comcast for PSA development, a 30 second spot is approx. \$350.00, and a 60 second would be approx. \$550.00. Airing of the spot is free. It was agreed that the cost was reasonable, we would have to determine if the spots can be used outside Comcast on other networks or regional dissemination on local access channels. Bob suggested researching corporate sponsorships. He noted we need to establish our messages and topics. Discussion followed on what our messages could be with two to three developed per year. Bob will meet with Comcast for further information.

There was discussion on script development. Themes discussed, "Face of EMS", "Who Are We" and "Quiet Hero's". Group consensus was to grab attention through videos and/or stills, background narration and music, with attention grabbing statements. Copyrights have to be considered. Professionalism of presentations and quality are important. Michele commented her husband is contacting the Haddam/Killingworth High School Audio/Visual group to determine if they would be interested in assisting. Jodi suggested soliciting services for pictures and/or videos.

Task for the next meeting; determination of our messages and theme.

Determination of a meeting day that would allow better attendance was discussed. Bob commented anyone interested in assisting or with expertise to share is welcome.

B.) Jodi distributed a copy of her first draft on the brochure. Discussion on content, distribution, funding for printing followed. Jodi reported the cost to print 5,000, two sided color is \$700.00. Funding options and who will handle the funds was discussed.

- C.) Websites/Facebook/Twitter  
No new information was shared.
- D.) EMS List Serve  
Bob has been attempting to contact the moderator of the EMS list serve, there was discussion on development of a daily send similar to the fire service.

## 5.0 New Business

- A.) Development of a Mission Statement  
Bob suggested "Promoting the Mission of EMS". There was discussion on finding out if OEMS has a Mission Statement as it should coincide with this if possible.
- B.) Committee Assignments  
Not discussed. Though members will be tasked with pieces of PSA development for next month's mtg.
- C.) Marketing and Membership  
There was discussion on the overall theme and how we can energize services across the state to become involved in activities that would increase their exposure such as, toy drives, food drives, promotion of health related causes, etc. The group decided to set our first promotional activities to coincide with Heart Month in February and possibly partnering with the HEART Safe program. Promotion of having each Region sponsor a CPR training day possibly on Valentine's Day, Sat. Feb. 14th  
Bob suggested a theme of "Save the Heart You Love" for this initiative.

## 6.0 Open Discussion

### Task List:

- Michele and Jodi will work on a decal design for the February initiative
- Michele will determine which towns are not currently HEART Safe that may participate
- List of CPR saves that may be willing to be part of the February events
- Plan for event kick off on February 1, 2015
- Continue to work on the brochure and distribution
- PSA development

## 7.0 Adjourn

Meeting adjourned at 12:25PM

Respectfully Submitted:

Judi Reynolds  
SCCEMS Regional Coordinator