



**IL APCO Public Service Committee Meeting**

**January 3<sup>rd</sup>, 2008**

A MEETING OF THE IL APCO PUBLIC SAFETY Committee was held on January 3<sup>rd</sup>, 2008 at Du-Comm.

Committee Chair John Mostaccio called the meeting to order at 2:00 pm

**ROLL CALL: PRESENT: John Mostaccio, Mike Tillman (Phone Conference), Brian Tegtmeier, Caryn DeMarco (Phone Conference), Sue Henrici, Wendy Sue Mann, Craig Celia, Maggie Cuson (Phone Conference), Erin Devers (DU-COMM Intern)**

**OLD BUSINESS:**

- Final Review of changes to the 9-1-1 Brochures. Erin, Ducomm Intern, will make the following revisions: 1) Correct the margins 2) Larger size fonts for senior brochure 3) Remove the “do not prank 9-1-1” for the seniors brochure 4) Change the APCO font (Adobe Garamond) for “Association of Public Safety Communications Officials” (Use the APCO Style Guide)
- List of cable companies were provided within the State of Illinois.
- Status of funding from vendors (Waiting to hear from Shereen Gamble)
- Two Commercials
- Review of Contest Entries: 4, 12, 20, 21,23,27,28,31,39,50 are the winners. Number 20 will be edited to “because in an emergency the first few minutes are critical and I can make a difference”. Number 31 will be edited to “I helped save the life of a man, who is someone’s father, someone’s brother, someone’s son.
- Winners to be notified via E-Mail advising them to have a letter from their department head or Chief allowing them to do the commercial
- Mostaccio advised that he attended the INENA meeting in Bloomington that morning and talked to the INENA members about the PSA Committee. The INENA board has earmark \$1000.00 in the budget to be a part of committee to make it a joint venture between ILAPCO and INENA. DeMarco added that the INENA budget was approved that morning.
- Web Site presentation was give by Bob Klein

**NEW BUSINESS:**

- Sub-Committees established (See Sub-Committee List)
- Time Line Reviewed and Approved
- Volunteer for Vice-Chairperson – Wendy Mann



**OTHER BUSINESS:**

- Next Meeting: February 7<sup>th</sup>, 2007 at 2:00 P.M. at DUCOMM

Meeting was adjourned at 3:45P.M.

Respectfully Submitted,

Michael G. Tillman  
Recording Secretary



## 9-1-1 Public Service Sub-Committee List

### **Media Relations and Distribution Sub-Committee**

*Members: Mike Tillman, Sue Henrici*

This sub-committee will be assigned to contact the different media outlets (local network television stations, cable television companies, network radio stations and public radio stations) to determine the following to get the PSA's broadcasted. Also

1. Determine format of the PSA the media outlet requires (DVD, CD, or Video Tape).
2. Determine time and schedule requirements from media outlets (for PSA's that have to be aired during certain times of the year).
3. Maintain names and address of the media outlets to where the PSA's are to be sent to.
4. Research and recommend a company (or companies) for replication services based on the needs of the media outlet requirements.
5. Have PSA's replicated and distributed to the media outlets.

### **Web-Site Sub-Committee**

*Members: Maggie Cuson, Craig Celia*

This sub-committee will be assigned to oversee the general design, updating and maintenance of the web site to ensure the information is accurate and current.

### **Funding and Finance Sub-Committee**

*Members: Shereen Gamble, Maggie Cuson*

This sub-committee will be assigned to the tasks of contacting 9-1-1 vendors for the purpose of underwriting or grants to fund the campaigns. Members will work with IL-APCO Commercial Advisor Dennis Stillwagon for advice and contacts. The committee will also keep track of the budget and funding needed for web-site and campaign production costs.



**Production Sub-Committee**

***Members: Wendy Mann, Brian Tegtmeyer, Sue Henrici***

This sub-committee will be tasked with overseeing the PSA productions. This committee will supervise and schedule the various stages of the television and radio productions. Some of the responsibilities of the sub-committee will be:

1. Preliminary production scripts
2. Production schedules, location and talent
3. Supervising Post-Production editing

**Education Campaign Sub-Committee**

***Members: Brian Tegtmeyer, Caryn De Marco, Craig Celia***

This sub-committee will be assigned to develop education campaigns for citizens, departments and agencies to have access to on the web site.