

12:30 – 1:45 PM

UPDATE – MEDIA CAMPAIGN SUBCOMMITTEE

MIKE SUKLE, MACKIE SWEATMAN –
 SUKLE ADVERTISING
 MIKE REED – GOVERNORS POLICY
 ADVISOR
 CODY BEERS – WYDOT

DISCUSSION	Presentation of the media campaign with the "Wyoming 8" – see power point. Discussion concerning the banners placement and distribution. Any of the ads can be placed in a public venue for viewing – high schools , etc. Slogans were discussed.	
	"When will we learn? One life lost is one too many" – slogan to be used on pens and banners	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
10 banners to the Liquor Division for the Special Event Kits Posters for distribution to the retailers through the Liquor Division	Lori Emmert	ASAP

1:45 – 2:00 PM

CLOSING COMMENTS

ERNIE JOHNSON

DISCUSSION	Wrap-up and discussion of next meeting date and location	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Next Meeting Date – November 7, 2013	Lori Emmert	ASAP