

**Public Relations Working Group
February 23, 2007**

Present: Ellen (Chair), Nic, Dave

The newly-constituted PR working group met to begin thinking about the activities that we could undertake. The meeting consisted mainly of brainstorming possible activities, including the following.

Celebration and rededication of renovated building. This fall will also be the 50th anniversary of the Herrick building.

Ellen spoke to Steve prior to the PR meeting to express our group's interest in participating in the planning of these events.

Steve has been thinking about a '57 theme ('57 Chevy, sock hop, '50's movies like "Desk Set," AU publications, scrapbook, web exhibit, Herrick family exhibit, Life magazines covering events in '57)

Per Steve we should not contact the Herrick family directly; all contact is through the development office at AU. We do not know if the Herrick family will participate in the event. Herrick "VIP's" should be invited to any events (past Herrick employees, other people with an association with Herrick)

Dave is interested in putting together an exhibit on the Herrick family. He has already done some research in this area.

Tours of the new building.

We brainstormed about possible tours of the new building, to be offered in the fall when students return. These could include an audio tour available on the website for download to mobile devices (i.e., a podcast type presentation) or a scavenger hunt of the building.