



OFRI EDUCATIONAL ADVERTISING: MESSAGING STRATEGY REVIEW

OFRI Public Education Working Group

Tuesday, August 31, 2021

9:00 a.m. – 10:00 a.m.

Zoom Meeting:

<https://us02web.zoom.us/j/85349647434?pwd=enVINXhJVmdLUjN4bHZuTXVGV2dzUT09>

Meeting ID: 853 4964 7434

Telephone: 12532158782,,85349647434# US (Tacoma)

AGENDA

- I. Introduction and roll call – Jordan Benner
- II. Review of messaging workshop – Liz Fuller, GARD Communications
- III. Review and recommendation of messaging strategy – John Plymale, Liz Fuller
- IV. Working group discussion - board
- V. Next steps – Jordan Benner
- VI. Public comment
- VII. Adjourn