

Financial Planning Association of Maryland  
**Public Relations Committee Report**  
Board meeting – June 2<sup>nd</sup>, 2005

Discussion Points:

- Media queries from National are being distributed to chapter members in an expedient and consistent manner – although response successes amongst chapter members are infrequent, several have been successfully quoted in recent months.
- Our relationship with local media continues to expand. We are not frequently contacted directly for media sources, but we are seeing an increase in direct requests from local publications for local planners, in lieu of reporters contacting National.
- A handful of small publications are occasionally printing the Financial Planning Perspectives articles we provide them.
- We still struggle with our ability to determine if/when our media referrals and submissions are used – editors rarely follow-up when our material is used, and members that are quoted only occasionally follow-up to let me know directly.
- We have acquired a 2005 media directory for media publications, and plan to rebuild the local media distribution list, which has suffered from 18 months of reporter attrition.
- Public Relations still lacks committee members, and outreach to membership has met with only limited success (one individual expressed interest, and he is already substantially committed on other committees as well).
- Public Relations still lacks a potential successor for 2005, and still needs assistance if it is to conduct any substantive activities for Financial Planning Week in October.