

2008 Cattle Industry Convention - Joint Public Relations Subcommittee Meeting Agenda

Reno, Nevada, February 8, 2008

Meeting Purpose: To hear program updates and discuss environmental factors affecting FY2008 public relations planning.

Meeting Room: F6 Room Time of Meeting: 12:00pm – 4:00pm1. Call to Order

- A. Welcome and introductions
- B. Approval of July 2007 minutes
- C. Approval of meeting agenda

2. FY2008 Update

3. Review: Program Priorities Set By Subcommittee in February '07

4. Environmental Factors Discussion

5. Other Business

6. Adjournment

Subcommittee Objective:

The Joint Public Relations Subcommittee supports the objectives of the Joint Information Committee by providing strategic and budget guidance for food communications, nutrition and safety communications, public affairs and spokesperson development.