

Public Relations Work Group



The Philadelphia Vision for Employment 2010 is a strategic planning effort designed to increase the number of people with mental retardation working in community businesses. The public relations work group was formed to focus on identifying materials and strategies to achieve this goal. During the strategic planning sessions in September 2006, work group members identified focus areas and specific outcomes we wanted to achieve.

We started “spreading the news” with our first initiative, conducting a slogan and logo contest that would help to launch our vision and inspire us to reach our goals. In order to encourage participation in the contest and to offer special prizes, we obtained multiple contributions from community business partners and organizations. The response was overwhelming due to the energy and enthusiasm of our group members. The contest winners were announced and the business partners were thanked in the March/April edition of the Family Forum. This edition of the Family Forum displayed the new slogan and logo, detailed the initiative and described the purpose and efforts of each specific work group.

A website has also been launched and features general information about the strategic planning efforts, description of the various work groups and most importantly individual success stories. We hope to expand the number of stories and utilize the website as a vehicle to share information with a variety of stake holders and are working to include additional materials such as video clips, Public Service Announcements, fact sheets in order to continuously promote jobs and careers and to help us to reach our goals. Members of the PR work group contributed stories and photographs for both a recent brochure and booklet that highlight our efforts. Networks will serve as the website host, and a specific site is reserved for our use. Please visit us at: www.philaonthejob.org.

Efforts to highlight the Vision For Employment 2010 campaign occurred at various events during the past year. Committee members described the campaign and distributed promotional materials at various speaking engagements, trainings and events. Our goal is to continue to have a presence at various agency and community events in order to share the goals and the vision we have crafted. We also want to continue to partner with businesses and community members to deliver our message to a wider audience.

Future focus areas:

- Continued development of the website and recruitment of future employment ambassadors to contribute to a culture of employment.
- Producing a calendar with employers to highlight photographs and stories about individuals and co-workers, which capture the energy and spirit of the campaign and the slogan, "We're On the job!"
- Increase advertising efforts, news stories, positive press and expand our efforts to include radio and television spots. We plan to work with several new work group members who have a specific background and expertise in the area of marketing.
- Continue to develop community and business partnerships to expand our network. Focus on sending copies of articles, photographs to both local store managers and company executives. Distribute information to the PR representatives at specific companies.
- Develop resources to make an inspirational film that conveys our message.
- Work to expand the network of individuals and family members who will speak about the efforts of Vision for Employment 2010 during interviews, press stories, radio spots, presentations at schools, community settings and events.

Current members of the PR work group:

Renee Ash
Norman Baker
Ann Marie Campbell
Edward Cohle
Suzanne Erb
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Karen Kenny
Judy Kresloff
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