

## OHIO CONSTITUTIONAL MODERNIZATION COMMISSION

# REVISED MINUTES OF THE

# JOINT MEETING OF THE PUBLIC EDUCATION AND INFORMATION COMMITTEE AND LIAISONS WITH PUBLIC OFFICES COMMITTEE

# FOR THE MEETING HELD THURSDAY, DECEMBER 12, 2013

#### Call to Order:

Chair Roger Beckett of the Public Education and Information Committee, called the joint meeting of the Public Education and Information Committee and the Liaisons with Public Offices Committee to order at 3:08 p.m.

#### **Members Present:**

A quorum was present with Chair Beckett and committee members French, Murray, Peterson, and Readler of the Public Education and Information Committee, and members of the Liaisons with Public Offices Committee in attendance.

# **Approval of Minutes:**

The minutes of the October 10, 2013 and November 14, 2013 joint meetings of the Public Education and Information Committee and the Liaisons with Public Offices Committee were reviewed and approved.

#### **Presentations and Discussion:**

Chair Beckett announced that Bevan Schneck, majority communications assistant with the Ohio House of Representatives, would be assisting with communications until the Commission hires full-time staff.

Chair Beckett recognized Brandon Lynaugh, a partner in Strategic Public Partners, and Jonathan Varner, president of JVA Campaigns, who each gave a presentation on campaign communications tools, including direct mail, phones, TV, radio, print ads, and digital

communications. Mr. Varner emphasized that communications on behalf of the state would need to be creative enough to compete with other entities seeking public support. Mr. Lynaugh said the Commission's next steps should include setting goals and determining the metrics to evaluate them, contracting with a vendor, and monitoring the success of the campaign.

Chair Beckett asked how the Commission could use media. Mr. Lynaugh said the Commission could utilize recognizable people such as legislators and write opinion editorials in community papers, with Mr. Varner emphasizing the importance of establishing credibility by matching the right messengers with the right audience. The presenters also emphasized that the Commission would be most successful if it unites different aspects of the community through an inclusive process.

### **Adjournment:**

With no further business to come before the committee, the meeting adjourned at 3:50 p.m.

# **Approval:**

The minutes of the December 12, 2013 joint meeting of the Public Education and Information Committee and the Liaisons with Public Offices Committee were approved at the February 13, 2014 joint meeting of the committees.

Public Education and Information Committee	Liaisons with Public Offices Committee
/s/ Roger L. Beckett Roger L. Beckett, Chair	/s/ Herb Asher Herb Asher, Chair
Larry L. Macon, Vice-chair	