



## **Communications & Public Information**

Coordinator: [Greg Liakos](#) (MA)

### **DRAFT PEER GROUP AGENDA**

***Thursday, December 6***  
**3:00 p.m.—5:00 p.m.**

#### **Introductions**

Who are we? What are our responsibilities as public information officers? What are the different communications models our SAAs employ?

#### **Authorizers as Key Audience**

How effectively do we reach legislators, executive administration officers, and other key public officials in our communications?

***Saturday, December 8***  
**8:30 a.m.—10:30 a.m.**

#### **Understanding Authorizers' Perceptions: A review of the 2006 NASAA/National Conference of State Legislators focus group findings**

What does this research tell us about our authorizers, what they think about the arts and what they think about SAAs? How can we as information officers help to educate public officials and create positive perceptions about the arts and state arts agencies?

#### **Open Discussion**

Other key issues we face as public information officers.