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### 2009-02-13 PCA Public Relations and Marketing Report, Feb 13, 2009

Pennsylvania Counseling Association

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**Pennsylvania Counseling Association**  
**Public Relations and Marketing**  
**February 13, 2009**

This report will highlight the activities of the public relations and marketing committee during the last 3 months. Activities include a meeting in preparation for ACA 2010 Pittsburgh, the development of a pamphlet recruiting members of PCA, and submitting a report of PCA activities to be published in Counseling Today (submission attached).

The committee would like to request input on two items: a) the current draft of the PCA brochure describing the organization's purpose and membership benefits b) information about the counseling profession you believe would be valuable to share with consumers to be included in another brochure promoting the benefits of counseling.

Respectfully submitted,

Kirsten Murray, Ph.D., LPC  
Chair, Public Relations and Marketing