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### 2008-10-24 PCA Public Relations and Marketing Report

Pennsylvania Counseling Association

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**Pennsylvania Counseling Association**  
**Public Relations and Marketing**  
**October 24, 2008**

This report will highlight the activities of the public relations and marketing committee during the last 3 months. Activities include email and mailing list culmination, conference advertising, preparation for ACA 2010 Pittsburgh, and the development of two pamphlets, one educating consumers about the counseling profession, and another describing the benefits of PCA membership to professionals. Details follow.

A mailing list has been accumulated and cross-referenced that includes contact information for PCA members, residents of Pennsylvania that are ACA members, and Pennsylvania LPCs.

In preparation for the 40<sup>th</sup> PCA annual conference, mass emails were distributed to those on the mailing list permitting email contact.

In preparation for the 2010 ACA conference to be hosted in Pittsburgh, the marketing committee has obtained advertising space welcoming conference attendees in the Pittsburgh International Airport. Additional responsibilities in preparation for the 2010 ACA conference will be discussed in an upcoming committee meeting.

The committee would like to request input on two items: a) information about the counseling profession you believe would be valuable to share with consumers b) information you would like to share with professionals, highlighting the benefits of PCA.

Respectfully submitted,

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