

**Lawrence Board of Realtors**  
**Media Relations Committee**

Co Chairperson: Tori Perdue, Keller Williams Integrity  
Co Chairperson: Emily Robertson, McGrew Real Estate  
Past Co-Chair: Lexie Haskin, Guardian Mortgage  
Past Co-Chair: Karena Schmitendorf, EXP Realty LLC Rob  
Hulse, Lawrence Board of REALTORS® Staff Liaison  
Krista Bartels, KW Integrity  
Kathryn Clark, ReeceNichols Alliance, Inc.  
Robert Coleman, Stephens Real Estate  
David Dunn, Stephens Real Estate  
Diane Fry, Fairway Independent Mortgage

**Tori Gideon, KW Integrity**  
Estate Dawn Hill, Platinum Realty  
Stacie Hulshof, Crystal Clear Realty  
Erin Maigaard, McGrewn  
William Perkins, KW Integrity  
Jay Riner, KW Integrity  
Aaron Urban, Central National Bank  
Shannon Worley, McGrew Real Estate  
Ashley Zeller, Bank Midwest  
J. Patrick Dipman- McGrew Real Estate

**Media Relations Committee Meeting**

Friday, March 3rd, 2023

9:30 am

1. Call to Order

A. Introduce members

Attended by

Tori  
Emily  
Karena  
Diane  
Patrick  
Ashley Zeller  
Rob  
Lexie

New members

Megan Cox  
Ahnya Lewis

B. Review Minutes

2. Previous Business

A. Social Media: (Emily)

I. Decide on monthly theme

April- Fair Housing  
Monday Market Updates- Emily  
Wednesday Wisdom (themed)- Lexie, info to homeowners  
Community Friday- Patrick- community events  
Highlights throughout the week, event promotions  
Reels- Radio show reels, Monday stats reel, - 2x a week  
Create social media plan  
Add Patrick to social media  
Multiple posts for important posts, encourage share and likes

li. Discuss social insights on page

- lii. Discuss expectations with post  
Make sure all posts are impartial to brokerages

#### B. Facebook Group (Tori)

- i. Member count  
96 (110 active)
- ii. Have we sent requests to everyone on the board?  
Need to send more out- committee members to review friend list and send invites

#### lii. What regular posts do we want to do?

- Events
- Weekly Meetings
- Encouraging member to share

#### C. Radio Live + Local video update (Karena)- Use media relations emails

- i. Review how we are recording the radio shows  
Sound quality could be better, but the clips of it are doing well
- li. Where are videos being kept and marketed?  
In Drive
- li. Would anyone like to help Karena with the radio show  
Thomas Howe  
Post of speaking on the radio show on the fb group

#### lii. Podcast

- Met with KLWN about podcast

#### 3. Review RAIL (Project List)

#### 4. New Business

##### A. Marketing Request Form

- i. Review form as of now
- ii. Add to form- email out to the people who need to see it  
How many posts?  
Additional contacts to be included on communications  
Whats the story? Whats the why?  
Sponsors- who to tag  
Guidelines for posts - must be LBOR  
Committee in question (steering committee)  
Public or private or both  
Where else are you marketing?  
What to expect

##### B. Events

- i. Outline event marketing plan  
Tori and Emily will email out first draft
- ii. Next event?  
Blood Drive-  
Poker- 4/29

##### C. Flowpage

- Links to Add
- Events
- Link to Events

D. Discuss next meeting date & time

April 7th 9:30am

5. Open floor for suggestions

6. Adjourn