



2022 MEDIA RELATIONS COMMITTEE

Karena Schmitendorf, Co-Chairperson eXp

Lexie Freeman, Co-Chairperson Guardian

Beth Ham HRE

Caitlin Fisher SRE

David Dunn SRE

Jay Riner KWI

Kathryn Clark RN

Krista Bartels KWI

Rob Coleman SRE

Shannon Worley McG

Stacie Hulshof CC Realty

Tori Gideon KWI

William Perkins KWI

Aaron Urban CNB

Ashley Zeller BMW

Diane Fry Fairway

Lindsay Landis, 2022 President McG

Rob Hulse, Staff LBOR

Agenda: Media Relations Committee

Lawrence Board of Realtors

10 November 2022 11:30 am.

1. Call to Order: Brief update, review minutes
2. SPEAKER: TORI PERDUE, KW Integrity – Social Media, FB Private Page
3. Report: Social Media; Emily Robertson, discussion on engagement
4. Report: Real Estate Live + Local Radio: logo, schedule, topics
5. NEW: Lawrence Lights promotional campaign, Ready Set Spring
6. OTHER ITEMS: strategic meeting to be scheduled, dates/times
7. Adjourn