

### Chief of Staff Report

No report.

### Director of Academic and Student Affairs

No report.

### PR Report

Hey guys, hope you've had a great Halloween weekend and hopefully you'll have a great Halloween night tonight! I will be in and out of my office this week due to illness, because yes I have caught a thing some would like to call flu bug. First off I would like to commend all those senators attending committee meetings, you all are truly the backbone to this organization's operations. You are the ones who make SGA a success when you put forth the effort to make a difference. The PR committee met last Thursday at 5:30 in the senate office (sorry Gary Taylor about giving you the wrong time!) and we had a very productive meeting! We are looking at producing some promotional items. Annie Bright came up with an AMAZING idea of a SGA promotional week. We also talked about ordering some nice, metal bottle-cap openers for provide-a-ride w/ the new numbers on them!!! Also, on behalf of me and the PR committee would like for all other committees to start coming through us for any PR from now on. We are going to start following THE RULE OF 7 from now on when promoting events to make students become more aware of our events! Other than that have a great and spooky Halloween but remember to be safe!!

### Rule of 7

1. Promotion through a Herald Ad
2. Promotion through the radio station
3. Promotion through television
4. Promotion through mailing people event's info to their mailboxes
5. Promotion through Word of Mouth
6. Promotion through Word of Mouth of a Professor or some other Professional source
7. Promotion through fliers/posters