

Improving Our Image.

I Introduction

A Stereotype - negative image

1. Media

Movie-TV - P, Dr
Porno

2. Visible Community

- Show Biz, Streets,

3. Individual

Public
Home

B Problem

1. Not organized; no champions,

2. ~~Public sample reinforcement~~

3. Wide range of behavior

II Challenge - what can be done -

III Proposed Solutions and Recommendations

A National / International Organization

1. Public Relations Policy

Guidelines / Procedures

2. Quality "Spokespersons"

3. Publications

B. Local Actions

1. Community Activities - Talk Shows

(Family Community) - P.R.

2. Professional Activities - Group Behavior

- Universities / College

- Professional Community Publications

C. Personal

1. Out

2. Home