February 4, 2004

Dear County Director of Social Services:

SUBJECT: DSS Public Relations Toolkit

Enclosed you will find a copy of the “DSS Public Relations Toolkit”. These toolkits were distributed at the Institute for use in your county. The DHHS Public Affairs Office was very involved in helping create this toolkit and we hope your county will benefit from this information. We encourage the use of this information when talking with the media as well as using some of the ideas and suggestions for showcasing the good work we do everyday. We welcome any feedback or additions to the information that you would like to see included. We anticipate sending out periodic updates to these materials.

If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

[Signature]
Sherry S. Bradsher
Deputy Director

SSB:law

Cc: Lois Nilsen

DIR-1-2004