

**County of Los Angeles
Quality & Productivity Commission
Productivity Managers Network**

**PQA Committee Update Report
May 4, 2016**

PQA 2016 Theme:

“Heritage of Excellence” 30th Annual Awards Program

***Special Tribute to Supervisor Mike Antonovich (QPC Founder)
Retiring in December due to Term Limits***

Marketing/Promotional Strategies:

Internal Communications:

1. County Digest articles
2. QPC e-newsletter
3. QPC Website Top Ten Awards
4. Departmental Newsletters
5. Top Ten Awards Banners
6. Departmental Recognition Events

Reach:

110,000 Employees
Dept. Heads & Managers
On-Line visits
Dept. Staff/employees
Dept. Headquarters & field offices
Dept. & Commissioners (invited)

External Communications:

1. Press Releases (David Sommers)
2. Social Media (facebook, twitter, etc.)
3. BOS Press Releases
4. BOS e-Newsletters
5. PQA Video briefs
6. Local Newspaper articles
7. New Creative Promotional Options

Reach:

Multi-media
Community outreach
Media outreach
Expanded Distribution
LA County Channel and Depts.
Community Outreach
Community Outreach

Contact:

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