



HACIENDA HEIGHTS IMPROVEMENT ASSOCIATION, INC.  
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## **PUBLIC RELATIONS (end of year) REPORT**

### **January to December 2018**

**Presented by Lucy V. Pedregon, P.R. Chairman**

#### **Mission Statement of Public Relations:**

Promote and provide current information for the benefit of the community by utilizing all means of communication. The chairman attends many community events and reports the outcome of the events at the monthly HHIA meetings held every 3<sup>rd</sup> Monday of the month at the Hacienda La Puente Unified School District conference room at 7:00 P.M. At times, HHIA will arrange a community meeting for residents to become educated regarding health & safety and current community issues that may impact the quality of life. As a result, one utilizes all the skills of media/communication to promote information. We begin by inviting you to a celebration at January's Annual Dinner and promoting membership!

#### **What are the Goals of Public Relations?**

Inform Hacienda Heights residents of current concerns or issues regarding health & safety such as industrial operations causing toxic air, gentleman clubs located near schools, preserving the hills & wildlife, land development or informing residents where the next voting location will take place and much more information! Our goal is to keep residents informed through many ways of media. They are as follows; quarterly HHIA newsletters, flyers, electronic marquees, English-Tribune, Spanish-La Opinion and Mandarin-World Journal Newspapers, Face book, Neighbor Next, Twitter as examples of social media, and personal verbal announcements at meetings. February calls for an HHIA Planning Meeting of Board Members and visits the Fo Guan Shan Hsi Lai Buddhist Temple to join in the festivities of "Chinese New Year!" While March, April & May address various community meetings. In June, HHIA successfully partners with the Kiwanis Club in preparation of Jim Davis Beautification Day by calling volunteers to clean the street for the upcoming patriotic 4<sup>th</sup> of July Parade!

#### **Goals established?**

In attending and communicating with various agencies and political representatives, one establishes bridges and/or partnership with them. HHIA is invited to Janice Hahn, Supervisor, Fourth District – County of Los Angeles, presents "State of the County Luncheon held at the Port of Los Angeles World Cruise Center hosted by the San Pedro Chamber of Commerce on October 10<sup>th</sup>. On October 18<sup>th</sup>, HHIA assist Supervisor Hahn with her October 18 "Public Safety Appreciation Luncheon" in setting up tables with linens and centerpieces. Thank you for giving me the opportunity to lead in the Pledge of Allegiance! On November 27<sup>th</sup>, HHIA presents a West Nile Virus Prevention community meeting at the Hacienda Heights Community Center for residents to learn the harms of the virus that the mosquito spreads

and prevention of breeding. Guest speaker is Kelly Middleton from the Greater Los Angeles Vector Control Department. As a representative of the HHIA Board, December 18' 2018 concluded on a happy note! I, one of 18 participants, were "Congratulated" by the Los Angeles County Department of Public Health and honored as a 2018 Champion for the West Nile Virus Prevention challenge. I, representing HHIA, received a County of Los Angeles scroll for "Special Recognition of Unique and Remarkable Approaches to WNV Prevention which refers to the many ways Public Relations outreached into the community.

**What impact did HHIA/Public Relations make?**

I am proud to serve on the HHIA Board with eleven other volunteers. We are a team each with a unique skill & knowledge under the direction of Mike Williams, President. The Board Members volunteer as an Advisory Board for County of Los Angeles Supervisor Janice Hahn. It is a learning experience as we attend events, relay communications, establish partnerships for a successful community organization. It was a busy year for HHIA and through Public Relations we were able to inform the residents of current issues through participating at community events, literature, media and monthly meetings. I feel we had a successful 2018 year and it is time to celebrate the success! See you at the Annual Dinner on January 16, 2019 held at the Hacienda Heights Community Center.