



## North Carolina Department of Health and Human Services Division of Social Services

2401 Mail Service Center • Raleigh, North Carolina 27699-2401

Courier # 56-20-25 Fax 919-733-9386

Michael F. Easley, Governor  
Carmen Hooker Odom, Secretary

Pheon E. Beal, Director  
(919) 733-3055

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,

A handwritten signature in cursive script that reads "Sherry S. Bradsher".

Sherry S. Bradsher  
Deputy Director

SSB:law

Cc: Lois Nilsen

DIR-1-2004