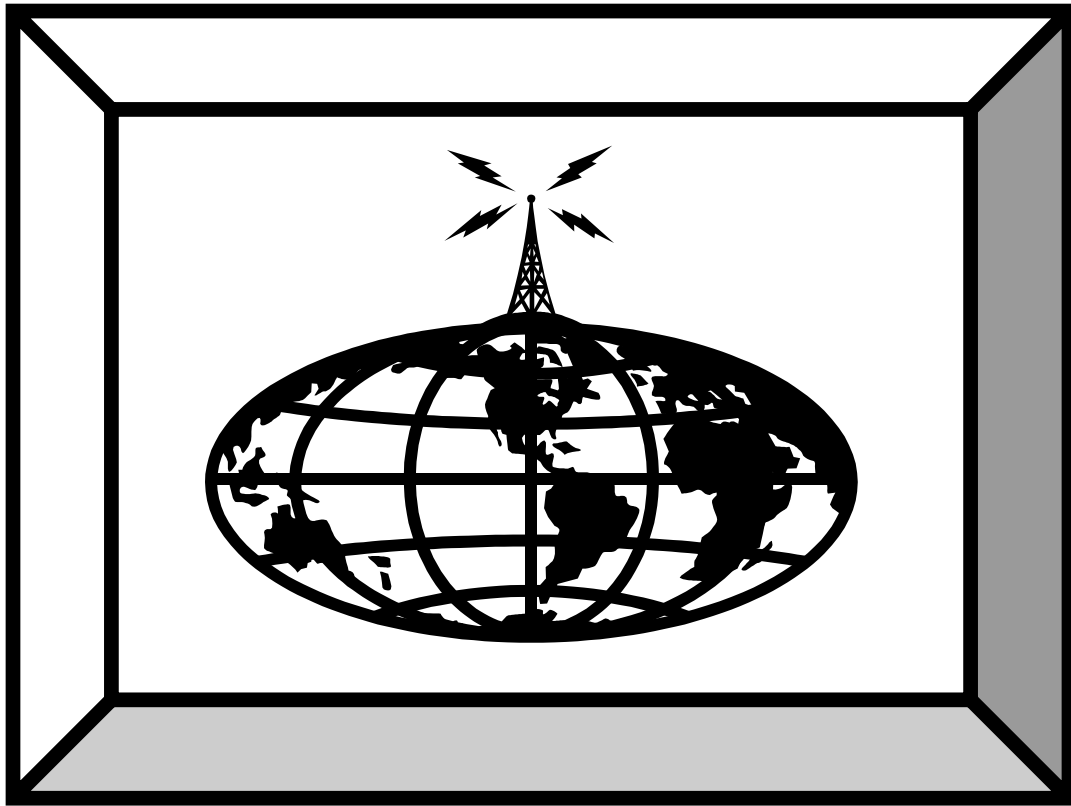


TUNING IN TO PR!



BY KRISTY RICKERT
2002-2003 FBLA STATE PRESIDENT

WHAT IS PR?

PR OR PUBLIC RELATIONS IS...

- ❖ **Informing people on what is going on in our organization**
- ❖ **Knowing ourselves and those near us and guiding these relationships**
- ❖ **Motivating others to become involved in the organization and feeling proud of being a member**



KEYS TO PUBLIC RELATIONS

- ❖ **Be visible**
 - The more the organization is seen and noticed, the greater the response it will have from everyone.
- ❖ **Do good work, and call attention to it**
 - Do good work first, then call attention to it.
 - Don't call attention to your work before you do it, for it may not live up to your promises.
- ❖ **Include everybody**
 - Invite the school administration, parents, relatives, teachers, people in the community, and the surrounding areas to partake in your organization's activities and promotions.
 - The more people that are involved outside the organization, the more effective the PR will be for your organization.
- ❖ **Take advantage of the opportunities**
 - Many organizations are presented with several opportunities for "free publicity," but don't seize the opportunity.
- ❖ **Be confident**
 - If you don't believe in what you are promoting, then your audience certainly will not believe in it as well.



ESTABLISHING A PR DIRECTOR OR COMMITTEE

- It is advisable to establish a public relations director/officer or committee for your organization
- Public relations is an important area that requires a lot of focus and planning in order to be effective
- When establishing a public relations director/officer or committee, choose people that are creative, focused, flexible, and looking for a challenge



TIPS FOR A PR DIRECTOR OR COMMITTEE

- **DEFINE THE GOAL**
 - Learn what the goals are for your organization and as a PR leader
 - Ask yourself, “How can PR help us achieve these goals?”
- **WORK OUT A PLAN**
 - Plan the route of action and remember that no job is too small for a plan
- **ORGANIZE YOUR MATERIALS AND EQUIPMENT**
 - Make a list of all the things you will need
- **SCHEDULE DATES AND TIMES**
 - Keep a calendar with you to visually see what you are planning and what you have to prepare for in the future
 - Schedule things so that you have a continuous flow of PR for your organization
- **ARRANGE WITH PEOPLE**
 - Make a list of people you will need to collaborate with on projects
 - Utilize the special talents of members in your organization such as photography, word processing, or public speaking
 - Make a master press list of key media people



Examples. Nebraska *Pledge* FBLA-PBL National Publications
 c/o Kaitlin O'Connor 1912 Association Drive
 3526 88th Street Reston, VA 20191-1591
 Columbus, NE 68601

IDEAS TO REACH YOUR SCHOOL

- **Set up information tables in halls or in the library**
- **Invite school administration and staff to special programs or school activities**
- **Hold a fundraiser with the school faculty's participation to raise money for worthy cause**
- **Attend school board meetings and share with them what is happening in your local FBLA chapter**
- **Use school department newsletters to inform about FBLA activities**
- **Contribute information to your school newspaper about FBLA activities**
- **Offer clerical services to school faculty and administration**
- **Display public bulletin boards and update them regularly with pictures and highlights of activities, outstanding members, and other areas of interest**
- **Place innovative posters in the hall**
- **Prepare a handbook for parents, administrators, and teachers demonstrating what services are available because your school has a FBLA organization**



IDEAS TO REACH THE STUDENTS

- **Recognize a Member of the Month**
- **Sponsor a career day**
- **Make positive contacts such as "happy birthday," "good luck," telephone calls, and letters**
- **Complete a follow-up study of FBLA alumni and share it with current members and students**
- **Sponsor a school activity with another student group or organization**
- **Have a Student Advisory Board**
 - **Student representatives**
 - **Spot problems**
 - **Set up mini-courses on a particular problem such as active involvement**
- **Set up a table in a common area during lunch with FBLA and occupational information**
- **Have a suggestion box**
- **Place announcements in the daily school announcements**
- **Sponsor field trips or career or educational interests**
- **Invite upcoming eighth graders and freshmen to attend a fun FBLA membership activity in the spring**



IDEAS TO REACH THE COMMUNITY

- **Develop a survey instrument of what the community wants from schools**
- **Develop a brochure and ask the local grocers to put one in each bag on a certain day such as Fridays**

- **Have business cards**



- **If you have a local radio or TV station, talk with the program director about a time to report about a special event or programs**

- **Use senior citizens to assist when possible**

- **Write newspaper articles**



- **Watch the newspaper for community programs to attend and offer assistance**

- **Give presentations to local service and civic clubs on topics of interest such as operating a computer or parliamentary procedure**

- **Utilize an exchange program with local businesses in which FBLA members offer services to help out in exchange for financial support or free publicity**



- **Host community activities such as a golf tournament**

- **Create a booklet of local business contacts for the community**