



La Crosse Diocesan Council of Catholic Women

Board of Director's Meeting

Public Relations Report

April 9, 2016

Judy Conner, Immediate Past President

Public Relations and Communications From A to Z

Appoint a committee to share the work of publicity and image building.

Bring a camera to special events; send high resolution images to diocesan and local newspapers.

Communicate the council message by print media, radio and TV, websites and social media, community calendars, letters and conversations.

Develop personal Communication skills.

Editors should get to know you personally. Have a media party to introduce council members and to upgrade your public relations.

Familiarize yourself with media jargon and proper format for submitting newspaper articles.

Give complimentary tickets to media personnel for your special events.

Have letters of appreciation sent by your public relations chair to the media. This assures coverage in the future.

Initiate better communication at every opportunity to promote the council.

Just remember no one comes to you for news. It's your responsibility.

Kee news files or scrap books in order and display them at CCW functions.

Leaders know that events should be well advertised to attract attendance.

Media contacts need to be renewed at least annually.

Newsletters are an inexpensive means of communication. Most arch/diocesan councils have one.

Objectives and goals need constant "airing" to attract interest and motivate members to inform the public.

Publications in local libraries are excellent sources for leadership training and how to's in PR.

Questions, problems, and ideas should be discussed with members so that everyone is involved.

Readng materials about communication should be shared at meetings. Try a "share table" for free materials to inform members.

Support council in every way possible. Brainstorm at your next meeting. Find ways to share funds and local talent with all levels of council.

The NCCW publication, Catholic Woman, should be recommended reading for each member.

Understand your responsibilities and continue to find ways to expand your knowledge base.

Visual aids are effective in spreading the NCCW message in our image-oriented society.

Watch for artistic members to make posters, cartoons, and sketches for printed media.

Xpct to deepen your faith and prayer life through communication. Council offers many opportunities for prayer and reflection.

Younger members made excellent PR committee members. If properly welcomed, they will join and spread the news about the work of the council to friends.

Zealously communicate with everyone while carrying out the duties of any office or committee and you will reap satisfaction from A to Z.

From the NCCW Guidance and Resource Manual