

Public Relations:

Mini-

How To Do It

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MAJOR SESSION POINTS TO REMEMBER

General P.R. Management

- . Fix responsibility
- . Analyze public opinion
- . Seek public input
- . Determine key audiences
- . Know the press
- . Provide press facilities
- . Communicate regularly
- . Be available
- . Always respond
- . Tell the truth
- . Know the facts
- . Develop basic materials
- . Inform staff
- . Humanize the organization
- . Use professional help
- . Budget enough money
- . Clip and record
- . Monitor opinion



MAJOR SESSION POINTS TO REMEMBER

Crisis Management

- . Have a crisis plan
- . Assign one official spokesman
- . Spread accurate information quickly
- . Acknowledge the program
- . Be compassionate
- . Provide press facilities
- . Be available
- . Have enough support people
- . Keep staff informed
- . Train key people
- . Put problem in context
- . Do follow-up stories



MAJOR SESSION POINTS TO REMEMBER

Advocacy Management

- . Set objectives
- . Analyze public opinion
- . Determine key audience(s)
- . Set long lead schedule
- . Develop total communications plan
- . Keep staff informed
- . Train key people
- . Develop basic presentations
- . Seek community outlets
- . Use strategic points
- . Use advertising appropriately
- . Use professional advertising counsel
- . Have 3-level support materials
- . Appeal to self-interest
- . Don't threaten
- . Humanize the organization
- . Be prepared to win or lose



PUBLIC RELATIONS

WHAT IS IT?

If you want the fancy definition of public relations, dictionaries will tell you it is “developing reciprocal understanding and good will” or “the conscious effort of an organization to explain itself to those with whom it has, or would have, dealings.” A simpler way is to say that public relations is **DOING GOOD AND GETTING CREDIT**. That includes a lot; but the basic idea is that people talk to each other and influence each other better and faster if they know how to tailor their messages to the audiences they want to reach.

AND CORRECTIONS?

Corrections is what the “straights” do about their problems and until recently that was the end of the process. Whether anyone likes it or not, prisons (corrections) are part of society. Because they are, people outside ought to know what is happening in them, the directions corrections officials are taking, the attitudes of the prisoners, and whatever else makes prisons and jails and halfway houses specialized communities within the community. Making people know is where public relations comes in. Knowledge is power; people with the power of knowledge are in positions to change things; and change may just be a good thing, within and without prison walls. Besides, if people know what is happening in your programs, you will not be an isolated community to them; instead, you will be one of a whole group of institutions and organizations working to make the community run.

START RIGHT

Getting organized is the hardest part of any new project. The easiest way is to put someone in charge of public relations for your organization. That person will be the conduit for information coming in and going out of your place; he or she will be the representative who talks to the media and keeps in touch with the clubs and people who will be your resources.

WHO?

That’s right...who? Who are you trying to reach? If you say, “the general public” that’s a lot of different kinds of people. You have to decide which group or groups of people will be most interested in your news; then you can work from there.

Some of the groups you may want to reach are listed below: it’s a good idea to fill in specifics for your community, like the names and phone numbers of presidents and other officers for each club or kind of club. There’s space below to do that.

Kind of Organization

Specific Names

Phones

Civic Clubs

Religious groups

Sports groups

Education associations

Fraternal

Men’s clubs

Kind of Organization

Specific Names

Phones

Women's clubs

Inmate groups

Law Enforcement groups

Judicial groups

Youth

Recreation

Health

Ecology

Legislative

Human Rights

Corrections

NEXT

Know who you're trying to reach is part of the process. Next you have to decide what you want to tell your audiences. Do you need public support for a special project? Do you want to create interest in changes in your organization? These themes are going to be the guides to the kinds of public relations techniques you will use.

THEMES FOR MY ORGANIZATION, SPECIFICALLY:

Projects:

Problems:

Information:

Public involvement:

Enthusiasm building:

Change in the system:

The Good News:

If you don't know where you're going, you aren't going to get there, so the themes you've identified above will be a valuable tool when it comes to the next step in public relations.

WHERE?

Now that you've identified who you're talking to and what you're talking about, you've got to have someplace to take the message. In any community, there are a number of information channels, or media, that you can use to communicate your message to the audience you want to reach. First, though, you have to know what those channels are. That means a survey, most of which you can do by telephone. Get the information for each question and write it down; then, when the next public relations event happens in your program, you'll know exactly where to send the information about it.

Use the following survey list:

SURVEY

1. What local newspapers serve your community?
2. What is its average circulation per issue? Is it published daily or weekly? Does it publish a Sunday edition?
3. To what wire services does it belong?
4. What type of printing does it use? Offset Letter Press
5. What photograph requirements does the paper have?
Glossy 8 x 10 Any photograph Mat 5 x 7
6. Does the editorial page have space for civic organization promotion?
7. If a Sunday issue is published, can you use the magazine section for promotional use?
8. List the names and positions of contacts within the personnel structure of the newspaper:

Publisher

Editor

Art Department

Special Feature

Commercial Department

News Department

Sports Department

Society Department

Farm Editor
9. List what public service space is available. (Announcements of meetings, community bulletin board)
10. Secure an advertising rate card for promotion of special events.
11. List deadlines for the following:

News stories
Features
Art Work

Photographs
Sunday Edition Material
Commercial work
12. Does the newspaper offer Special Section or Supplement Work?
13. Does the newspaper offer mat or clipping service?
14. Does the newspaper have anyone on its staff specifically assigned to, or interested in, corrections?
15. Which "outside" newspapers have extensive circulation in your area?
16. What radio and television stations are there in your community?
17. In addition, what other stations are frequently listened to by people in your area?

18. Do these stations make free broadcast time available for civic club announcements?
19. Do local stations announce forthcoming events of community interest?
20. Do they, through spot announcements, publicize worthwhile campaigns such as civic promotions, organizational projects, etc.?
21. If your community has more than one radio or television station, list which station appeals to

Age 13 - 21	Age 36 - 50
Age 21 - 36	Age 50 - Over
22. Secure a rate card from each radio or television station.
23. Does the radio or television station offer on-the-spot coverage?
24. Does the radio or television station offer "Telephone Beeper Service" so they can conduct live interviews?
25. Which of the following times are available for spot announcements at the radio or television station?

60 seconds	45 seconds	30 seconds
15 seconds	10 seconds	
26. Are there any men on the staff of the radio or television station assigned to, or specifically interested in, corrections?
27. Will the radio or television station make available program time to promote special projects?
28. List the time of day of the major newscasts on the radio or television station. What wire services are available?
29. Does the radio or television station have deadlines for news copy? If so, list the deadlines.
30. Does the radio or television station have deadlines for commercial copy? If so, list the deadlines.
31. List the names and positions of contact people within the radio or television station:
 - General Manager
 - Station Manager
 - Program Director
 - Chief Announcer
 - Announcer Staff
 - Traffic Director
 - Continuity Director
 - Copy Writers
 - News Director
 - News Staff
 - Farm Director
 - Sports Director
 - Chief Engineer
 - Chief Engineer
 - Production Staff
 - Salesmen

32. What video tape or film services are available at the television station?
33. What deadlines exist for filming an event to be aired in a newscast?
34. What studio facilities exist at the television station?
35. Can the television station use photographs? If so, what type?
36. Does your community have an outdoor advertising firm?
37. Does the firm make public service space available?
38. What different types of outdoor advertising are available?
39. Secure a list of dimensions and prices for the space from the advertising firm.
40. What other type of advertising firms are available in your area?

Novelty
Advertising Agencies
Special Promotional Agencies

Don't overlook the fact that most retail stores in your community do advertising. Make a list of the stores that will help you in your programing. You will find that store windows, in-store signs, theaters, drive-in movies, cable-television facilities, community publication, mass-transportation facilities, public buildings and parks, plus many other such facilities are all sources of telling your story to the public. List all the possible ideas on paper for handy reference for each project.

OTHER NEWS OUTLETS

DIRECT MAIL

Post card mailings succeed with carefully chosen lists and are good reminders for employee functions.

POSTERS

Attractive window posters build awareness of special events. Enlist the talents of the artists in your group or hire a professional to do the job.

Always remove posters as soon as the event they publicize is over. This gives you a chance to say thank you to those who displayed them and to report on the success of the event.

RESORT AND CONVENTION TOWN PUBLICITY

In many resort and convention cities, the Chamber of Commerce or the businessmen's association publishes leaflets for visitors. These are distributed through hotel and motel rooms in the area. They list all the events of interest for a week, a month, or even a whole season.

Find out if such publicity is available in your area, and who publishes it. Then work to get your special benefits or unusual projects listed. These events often interest wives during daytime hours while their husbands are busy at meetings; or husbands while their wives are busy at meetings.

Such attractions as art shows, house tours, hobby craft sales, book fairs, institution tours, attract women and men with time and money to spare.

HAND BILLS, COMMUNITY BULLETIN BOARDS, CRUISING LOUD SPEAKERS, PARADE FLOATS

These are popular in some towns, frowned upon in others. Check their acceptability in your area before you decide to use them. They can be very effective.

OUTDOOR ADVERTISING

The outdoor advertising industry contributes annually on both a national and local basis more than six million dollars in advertising space.

National organizations can get 24-sheet poster space across the United States to publicize their national projects by applying to the Outdoor Advertising Association of America, Inc., 24 West Erie Street, Chicago, Illinois 60610 for approval.

Local groups may get local space by contacting and discussing the merits of their program with a member of OAAA, Inc., in their local city or area. If not known, the name of the member can be obtained by writing the Association at the above noted address.

FREE SHOPPING NEWS

These weekly or semi-monthly "hand-outs" concentrate on food store and other retail advertising. They are distributed through the mail and by hand delivery to your door, at no charge. In addition to quantities of advertising, some of these papers carry news columns. Because these papers are distributed to shoppers, they have proven to be good outlets for local publicity in many cases.

LOCAL PLANT AND INDUSTRY PUBLICATIONS

Employee publications of the industries in your town are often interested in news of the outside activities of those employees who might be working with you as a volunteer or on a part time basis.

DO IT THEIR WAY

You are important to the people you need to know. Editors and program directors are interested in getting to know you as a news source. Try to determine by an advance phone call what is the least busy day and hour for those you wish to call on in person. Go to them well prepared with facts about your program. You might want to drop off a letterhead paper with information about your public relations project with whatever medium you're dealing with. Make sure you know your media's requirements. Know the papers' busy days; find out from your editor the best days for running your stories; start collecting 1,2,3-line fillers and offer these fillers to the editor to be used, space permitting.

Besides media channels, it's who you know that helps. What people resources are there in your community who will help you publicize your "good" image? The questions which follow will help you to identify these additional people.

1. What organizations are doing projects you can tie in with?

2. What organizations or groups would like to help you. List them according to type of help and the type of programing in which they wish to participate.

3. What special facilities do you have for conducting special projects? List them according to the type of programing for which they are best suited.

4. List the public officials willing to assist you in your programing. List the officials according to the programing and type of assistance they prefer to give.

Remember, another source of people who care: The people in your institution. Orient the staff, the inmates and the inmates' families to what you are tryint to accomplish. Find out what these people can do; survey everybody according to interests, hobbies, special training, special skills and you'll have a built-in list of people to help you in your public relations efforts. Use any form for the survey you wish.

OTHER PEOPLE

The phone book is full of names of people—also listings of civic organizations. Use the yellow pages and list the specifics.

Organization

Specifics

Lions, Rotary, Kiwanis, Elks
Chamber of Commerce, Jaycees
Religious service groups
American Legion and VFW
League of Women Voters, Junior League
Local college: dormitories, fraternities,
sororities, interested in service projects
Volunteers from the schools of journalism
speech and social work
Police, fire and county officials
Youth groups
Don't stop now! There are regional, state
and national organizations, services, and
information sources that may help you.
State public service department
State bar associations
American Correctional Association
NCCD
Affiliates of A.C.A.
State and national government representatives
State criminal justice planning agencies

LITTLE STUFF

You already have the resource people and organizations listed for within and without your place. Keep it current.

A date book with lots of room to note deadlines and plans is an invaluable tool. School supply stores sell them.

Typing your publicity is important. If you don't own a typewriter, try to arrange for the use of one for your publicity work. Maybe you could get someone to donate one to you.

Assemble a scrapbook for your year's publicity as you go along. Paste in clippings of every newspaper story. Add your own notes of radio and t.v. publicity and any other media used.

Keep everything in one place.

Get to know the service people—vendors, repairmen, etc.—who come to your institution. Spend some time orienting them to your program and they'll spread the good word about you.

A REMINDER

If you have public television and public radio in your area, you've got a gold mine. Citizens are expected to have some input to public television and public radio, so go put in! Public media often have small grants for special programming, and might be really helpful to you in your public relations efforts. Find out who the program manager or station manager is and talk with him or her. Besides special programming, try to get one of your people on the local panel shows, discussion groups, or debates which public television stations enjoy presenting.

NOW WHAT?

You know whom you want to reach, you know what resource people and media are available, and now you've gotten to the next step. This step is the really big one—setting goals. Pick some short-term goals, like getting two civic organizations involved in your work release program. Set some long-term goals, like educating the community's young people to the corrections system. Then, set up a plan to accomplish these goals.

Some short term goals. . . .

a.

b.

Some long-term goals. . . .

a.

b.

c.

Plan.

Step One

Step Two

Step Three

TRY IT!

To see if your plan works, try a few things. For instance, adopt a project people in the city are now working on, like toys for needy kids for Christmas; be sure you let the media know you are involved in this project.

Develop a speaker's bureau. From your personnel roster of interests and skills, there'll be a number of people you can call on to present their ideas on corrections to the community. Or, an exchange speaker's bureau with leaders or other fascinating people within the community. Make the speeches on an even-trade basis. You'll send your people to their meetings if they'll send their people to your meetings. And in your place, you can throw in a tour and a small discussion group with personnel or inmates before the main event.

How about a public debate, done by prisoners? Could you get away with calling it "Cons: Pro and Con."?

Have a riot!

You can jazz up your presentations with slide shows or video tape presentations. Adding visual interest to your speeches will get you a more attentive audience—and you don't have to be a pro to take slides or run a video tape recorder.

Here's more: New projects, outstanding speakers, unusual action within the walls, unusual action in community programs, entertainment, tours, study sessions, resolutions on matters of public interest, benefits that need public support, awards won or given, anniversaries of program milestones, athletic events, craft exhibits, inter-prison competition, member participation in local, state and national affairs.

What's good about the last list is that it's not just a list of what to do; it is also a list of news-making events. So, you can use it either way.

DID IT WORK?

Now that you've done something, evaluate it. Determining the success or failure of what you've tried is important because you learn from it. Use these questions to evaluate programs, media relationships and public reaction.

1. Did you reach your goal?
2. Did the message fit your audience and the media you used?
3. What happened as a result of your action?

Did anything change?

Did someone learn something?

4. Did you goof completely? Why? What can you do to prevent that from happening in the same way the next time?

BE A RESOURCE!

Now you're an expert! And you have to start acting like one! You can be a resource to the people in your community. With all the people working and living in your facility or program, you have a group ready to provide information and skills to the people, organizations, clubs and officials in the area. Being a resource for your community is a sure way to become even more closely involved with it. And involvement leads to more concern on the part of the insiders and the outsiders.

IN CASE OF EMERGENCY...

Don't break the glass! Instead, rely on the same public relations techniques you've developed.

Much of your effort is aimed at reducing the possibility of accidents and emergencies at your facilities. However, you must realize the threat of emergency situations still exists. This means that as the manager of the facility, you must be prepared to meet the important problems an emergency can bring.

Certainly, other vital matters face you at such times, but you should not forget the importance of keeping fellow residents informed. Your relationships with the local residents and press are valued assets which you must safeguard and nurture.

Public Relations: How To Do It

book
preview

CONTACT ANNOUNCES a NEW and EXPANDED re-write of their popular manual on public relations. Constructed in an easy to read format, this informative volume contains all you need to know to create and sustain a good image for your organization, promote new programs or deal with disasters. Complete with bibliography and a comprehensive glossary of media terms, this publication also features special appendixes dealing with public relations for corrections and fun publicity for all organizations.

Public Relations: How To Do It is divided into 6 chapters: Public Relations — What Is It?; How to Choose the Right Medium; Communications; Details of Public Relations; Emergencies; and Conclusions. Within the chapters are many practical examples of public relations and media tools.

HIGHLIGHTS

Starting Right

Developing an Action Plan

Advantages & Disadvantages of Various Media

The Campaign

Effective Public Speaking

News Releases

Audiovisuals

Checklists for Speeches & Facilities

Ground Rules for Being Interviewed

Emergencies: Combatting Rumors

Bad Publicity or No Publicity?



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