

# Public Relations Committee

**Composition: 3 - 4 members**

**Meets monthly**

## Responsibilities

1. Publish the chapter newsletter before each meeting.
2. Alert press, radio and TV to chapter publicity.
3. Send to AMBUCS™ Resource Center publicity and pictures for the *AMBUCS™ MAGAZINE*.

## Chapter newsletter

The following items should be covered in the chapter's newsletter before each meeting: (See newsletter work sheet included.)

1. Announce next meeting's program.
2. Briefly outline points of preceding meeting.
3. Announce board meetings, report actions.
4. Report committee activity and meetings.
5. Stimulate active interest in chapter projects.
6. Promote social and athletic events.
7. Recognize members who receive honors for community activities.
8. Publish sketches of new members.
9. Give information regarding district and national affairs and inter-chapter activities.
10. Note termination of memberships, changes of classification, addresses, deaths, birthdays, etc.

Off color jokes in chapter newsletters are taboo. Remember, the newsletters go into the homes. Rib the members, but have fun doing it. Do not "hit" where it hurts.

The more names which can be carried in the newsletter, the better it will be read.

Fax, email, or mail in time to reach each member the day before each chapter meeting.

## Distribution of newsletter

1. Each chapter member
2. District governor
3. Region director
4. Other chapters in district

5. National officers
6. AMBUCS™ Resource Center
7. Local newspaper editor

Revise the mailing list by checking the on line directory [www.ambucs.org](http://www.ambucs.org).

A good way to get local publicity and keep the hometown advised of chapter activities is to put the editor of the local newspaper on the mailing list. Also, send it to the mayor, TV and radio stations.

In working with other committee chairmen in the chapter, the Public Relations Committee must realize that though it is the responsibility of each committee to call in information regarding its committee, the Public Relations Committee will often have to call for the information.

It is recommended that the committees of the chapter be equally divided among the three members of this committee for quick calls before the newsletter is put together each week.

A *Newsletter Editor/Communication Kit* is provided each chapter during the regional spring training conference. It contains lots of great ideas and information about chapter newsletter publication. Be sure you have one; if not, notify the AMBUCS™ Resource Center (336) 869-2166 or fax (336) 887-8451, or e-mail: [ambucs@ambucs.org](mailto:ambucs@ambucs.org)

## Publicity for press, radio, & TV

To work with the press, radio and TV stations, it is recommended that the committee call upon the editor as well as the managers of the stations. Find out from them how best the committee can work in supplying information to their news media. A helpful visibility guideline "*Effective Media Relations Guide*" and a sample book "*Effective Media Relations Sample Guide*" are both available from the AMBUCS™ Resource Center.

Have a planned program of publicity to make your city and area aware of AMBUCS™—that you do exist, and that you do serve the community as a service chapter.

This program, properly planned, will promote chapter projects, and make them easier to work and be more successful. It will also help get new members and build the chapter's prestige.

## How

Appoint one member of the committee to write up each chapter meeting. Send or take a copy to the local paper; if pictures have been taken, hand these in also.

Make a list of every chapter project to be carried out during the year. Notify the newspapers in advance of each, so pictures can be made of the activities. Have a story typed and ready to give the photographer when the picture is made.

Follow up with a picture and story telling how the money is to be spent. Plan and prepare stories to submit to the newspaper on district and national conferences. Explain the part played by your chapter and its members in the conferences.

Release a story on the AMBUCS™ Scholars scholarships-for-therapists program with the awarding of scholarships to students in the area.

Keep copies of all items submitted, along with additional pictures for the chapter scrapbook of activities for the year.

## The AMBUCS™ Magazine

The AMBUCS™ MAGAZINE is the official publication of AMBUCS™,INC.. It is published quarterly in August, November, February and May.

Chapter publicity for the AMBUCS™ Magazine should be in the AMBUCS™ Resource Center no later than the 10th of the month preceding publication. If possible, try to restrict pictures to not over four people and identify each. Pictures are returned on request. A guide for magazine submissions is included in the Newsletter Editor/Communication Kit given out at the Spring Training Conference.

## Techniques for better publicity

Of course, the first and perhaps easiest technique to develop is that of publicity. The local newspaper editor and reporters should be familiar with AMBUCS™. This is also true of the radio stations and television stations. Printed material about the chapter is available and it should be given to those organizations just as a matter of information for their files so they will be acquainted with the organization, should the need arise.

There are many forms that can be used as a basis for developing news publicity. Sample copy follows.

The local newspaper editor should be put on the newsletter mailing list and care taken to keep the name of the news reporters current. The larger papers will have a staff reporter assigned to civic chapters. The newsletter should be sent to members of the working press, not necessarily the publisher.

Each chapter should participate in community activities, such as bowling and softball leagues.

Most chapters will have skilled personnel who could be members of a "speaker's bureau" to speak, particularly to school groups and churches. A good subject could be the AMBUCS™ Scholars-scholarships-for-therapists or AmTryke® therapeutic tricycle and the your chapter's community service projects.

The staging of special events is a valuable means of bringing the chapter to the attention of the general public. Celebrations of anniversaries is a fine example. Carefully detailed programs should be presented and the local news media should be advised of what is taking place.

Each chapter should be registered with the local chamber of commerce and written material about the chapter, its objectives, its functions, should be placed in the files of the chamber of commerce. Leadership with that organization should be advised that AMBUCS™ are available to assist in community projects where needed.

Each chapter should take part in civic efforts, such as ringing of Christmas bells for the Salvation Army; working in campaigns to get out the vote; and civic projects of all kinds and descriptions.

Special effort should be made to establish contact with the local Jaycees. This is a good source of new members as Jaycees reach the age of 39. Material about AMBUCS™ should be in the Jaycees files and their leadership should know about it.

Each chapter should make an effort to advise local groups in the therapy fields of occupational, physical, speech, & hearing audiology and the schools about the AMBUCS™ program. They should have literature outlining our Living Endowment Fund program and representatives of those groups should be invited to speak to the chapter and to attend the meetings.

Chapters should be identified with Americanism, Brotherhood and Character activities within their communities. As examples, chapters should participate in Memorial Day or Veteran's Day parades, Brotherhood Week, Boy Scout celebrations, etc.

Individual members and chapters must keep in mind the need to make AMBUCS™ well known and well respected. The organization deserves this acceptance and it will be forthcoming as a result of individual and chapter efforts.

## Model outline for submitting news items to local newspapers

Note: The questions on this form should be answered, where applicable. **The form itself should not be submitted.** This is merely a guide so the report will provide all necessary information in writing news stories for publication.

Name of organization \_\_\_\_\_

Reporter \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Date and place of event \_\_\_\_\_

Nature of event \_\_\_\_\_

Chapter officials overseeing event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Purpose of event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special guests or participants \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Unusual or interesting circumstances \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note: In submitting information, have it typed, double spaced, paying particular attention to the spelling of names and being specific about time, place, date of event. Facts are more important than careful wording as the paper will rewrite the article if they have sufficient interesting facts to print.

## Newsletter worksheet

Next meeting time and place \_\_\_\_\_

Next program topic and speaker \_\_\_\_\_

Brief resume of next speaker \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Last program recap \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Attendance recap \_\_\_\_\_

President's message \_\_\_\_\_

District and national news \_\_\_\_\_

Projects report \_\_\_\_\_

Prospective members \_\_\_\_\_

New members \_\_\_\_\_

AMBUCS™ MEMBER of the week \_\_\_\_\_

Coming events \_\_\_\_\_

General information  
(Board action, sick & visitation, members in the news, birthdays, Youth Chapter news, etc.)

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