

**La Crosse Diocesan Council of Catholic Women**

**Board of Director’s Meeting**

**Public Relations Report**

**January 9, 2016**

**Judy Conner, Immediate Past President**

**Public Relations Checklist**

1. **Public relations are important.** We all agree here. What we need to define is: What are we trying to accomplish? With whom? Then we must work, keeping these two points foremost in mind.
2. **Our public relations program is part of the whole.** We must keep the thrust of our PR program in tune with the aims and emphasis of our commissions and annual themes. It is our responsibility to plan and implement publicity and PR with all chairs for every program and event.
3. **Public relations are organization-wide.** Members at all rings in our organization must be given the opportunity to be part of our plans and offer suggestions. They must be involved to be effective “Public Relations Ambassadors.”
4. **Public relations work to maintain harmony.** We must seek participation of groups with like interests when planning our programs to strengthen our positions on issues of general concern. Include professional advisors when your cause needs support.
5. **Identify actual needs for public relations.** Avoid wasting time and money aiming PR activities at the wrong targets. Research and identify real needs while working at the same time to clear up imagined problems.
6. **Publicity is not the whole aim of public relations.** Publicity attracts attention, creates impressions, and imparts information. But if our objective is to build a strong, enthusiastic membership, we must keep in mind our organization’s total PR program. Provide ways by which your affiliates or members can participate and not merely be on the receiving end as listeners to our story.
7. **Good public relation plans are flexible.** We cannot continue to meet only yesterday’s need, but also reflect our involvement in the needs of our women today. We must gear our programs to keep abreast of today’s developments and the continuous shifting of local and national emphasis that concern our members.
8. **Public relations programs need to be realistic.** Public attitudes are built slowly. Moving from indifference or passive acceptance to enthusiasm takes time and planning. We, therefore, must set realistic goals that are possible for us, considering the limitations of time and funds. Each step we take will continue to move us forward to our ultimate goal if each activity is chosen with that goal in mind.
9. **Public relations evaluation is important.** Evaluation helps us plan the next initiative. Analyze your efforts by asking: Are we achieving a balance in our programs? Are we gaining recognition? Has our media coverage increased? Has our membership increased? Does our image reflect our reality?

By evaluating our program we can keep our PR on track and continue to learn as we develop a better overall program.