



BASIC PR HOW TO'S

PR is a mechanism for defining and conveying the image you want to project.

It is a mechanism to tell your story to various publics with whom you interact.

It assumes you have a story to tell and are going to tell it honestly.

What is Public Relation?

Provided by Delphine Williams, L.A. County ROP

PR is a vital communications service that works with all marketing activities. It should be looked at as the communication principles and messages that accompany all marketing efforts. Public Relations always accompany any marketing of products, services, and ideas.

Common Goals:

- Highlight organization's accomplishments*
- Explain Policy*
- Build support for program, products, or services*
- Project favorable image in positive light*
- Earn confidence*
- Influence public opinion*

Know your target audience!

The target audience consists of people who want your services, products, or ideas.

Remember: Keep your client's interest first!

√ **PR Tip - How to produce a good newsletter.**

- Keep your stories short, simple, and clean!*
- Use a style book.*
- Avoid cliches.*
- Learn about typefaces.*
- Have a good mix of photographs and art work.*
- Don't get too fancy with printing.*



**Information provided by your CAROCP
Public Relations Committee!**