

## What Does A PR Person Do?

Public Relations is what a PR Person does. They do more than just write things about an organization, they team-up the organization with persons and events around the neighborhood and wherever else you might want to know about activities in your posts. The Syracuse Schools several years back talked the school district into a school-wide oratorical contest. Now the school district has it every year and the high school winner participates in our Oratorical Contest. That creates good PR every year.

Does your neighborhood have a Christmas Bureau? Team-up with it and then write about it in the local paper, get it on the nightly news - get someone from your organization on the nightly news.

Don't forget to team-up with your local public access channel. You can get any and even all of the information or activity on that station. In some locales, Public Access is the favored station for local news. So, find out how to contact your local Public Access, join and learn how to make your own news items - then make lots and get lots on the station.

Does your Post join with local churches or Peace to collect food and toiletries for the unfortunate in your neighborhood? When you are doing something unusual with them, get it on radio, TV and in the local papers. And, if you can get a Department or National American Legion officer to your post for something very special, put that in the papers as well.

PR persons make sure their neighborhoods know the Post is around and that it does more for the neighborhood than just have Friday Night Fish Fries. However, if Fish Fry is what you do, make it a special time for all - then write about it!

Submitted by: Dolores Reed, Vice President, Dec. 09