VI. Public Relations
# Table of Contents

VI. Public Relations

- Publicity - "What Is It?" 1
- QRS - "Who Are We?" 2
- Writing Tips 3
- Tips for Photos 9

FCE Week 10-16
- Publicity Ideas 10
- Proclamation 13
- News Releases 14

Recap of ideas 16
North Dakota Association for Family and Community Education

Did you recognize the above LOGO..... and the words under it?

Is that because **YOU** are used to seeing them regularly?

Did you recognize the above LOGO..... and the words under it?

**Publicity:** What it is ... or isn't.

Webster (1966) defines as:
1. being public, or commonly known,  
2. any information which brings a person, place, thing, etc. to the notice of the public,  
3. notice by the public, and  
4. any procedure or act seeking to gain this.

The words **Family and Community Education** have to be seen or heard. Any project, activity, flyer, brochure, display, article, etc. must have clearly visible these words as being the sponsor or participating organization. **When this is done, publicity is achieved.**

**Examples:** Seasonal community improvement projects such as flowerbeds are just another flowerbed unless you indicate FCE members are doing this by erecting a weather-proof sign; table posters in dinner plate stands or small easels, and wall posters to say FCE members are in charge of "this." Relate the above to other situations.

... I offer the following explanation of **Public Relations:**

Webster (1966) relations of an organization with the general public through publicity intended to create favorable public opinion.

... **And add**

All aspects of our FCE program, including that of members and clubs will affect the perception of our organization, therefore, all of us have a responsibility to help with publicity to create a favorable public opinion.
North Dakota Association for Family and Community Education Council  
(North Dakota FCE)

Who Are We?

We have members in local clubs throughout North Dakota counties. We are supported by dues, an interest bearing account and grants.

We have membership in the National Association For Family and Community Education Council (NAFCE). Other affiliations are the Country Women's Council (CWC) and the Associated Country Women's of the World (ACWW).

The North Dakota FCE program focus includes emphasis on family life, health, food and nutrition, environmental issues, safety, global issues, literacy, citizenship, clothing and textiles and cultural arts.

NAFCE provides program materials on current issues for members to use as lessons.

The state extension office of the North Dakota State University is in Fargo. The Assistant Director, Human Development serves as consultant to the North Dakota FCE. They provide additional educational programming through the North Dakota State University Extension Service County Offices with Home Economics faculty/staff as consultants and resources people.

Our state governing council is composed of five (5) elected state officers and five (5) district chairpersons.

Voting delegates at the annual business meeting elect the officers and county representatives within their districts elect the district chairpersons.


VI. Public Relations/September 1995
Writing Tips for Newsletter Articles

*Use short, simple words.* Take a 100-word sample. Count the syllables. For easy reading, samples should average 135-140 syllables per 100 words. If samples run over 150 syllables, your writing is probably too wordy, confusing, difficult to read — or all three!

*Use more one-syllable words.* Make them your working words. Make them carry the biggest load in your writing.

*Use familiar words.* Use difficult words if you have to, but sparingly. Some words or phrases or acronyms may need to be explained.

*Use personal words.* Personal words and personal pronouns give your writing a from-me-to-you feeling.

*Use concrete words.* Use words that make your reader see, feel, smell, hear, taste. Let your writing create images and vivid word pictures. Use active verbs; avoid passives.

*Make every word count.* Use fewer words but with greater force. Go through one of your items and cross out every unnecessary word, phrase, sentence or paragraph.

*Get rid of rubber stamp phrases.* Inexperienced writers tend to lean on “tried and true” phrases. Get rid of the stale stuff! Put your ideas in your own words.

*Use short sentences.* They are the essence of simple, easy-to-read writing. Keep sentence length at 14 words. If a sentence runs over 30 words, break it up. Variety in sentence length helps. An occasional 30+ word sentence can work if you use shorter sentences with it. Even a one-word sentence is good. It’s forceful. Emphatic. Arresting.

*Use one-idea paragraphs.* Sum up the content of each paragraph in a single phrase or sentence. Several ideas in a paragraph confuse the reader.

*Use one-viewpoint paragraphs.* A paragraph that opens with the “we” viewpoint, shifts to “you” and winds up with “they” is sloppy.

*Check your grammar, punctuation, spelling.* Write accurately. The care you take as you prepare your writing for someone else to read will be appreciated, first by the newsletter editor, then by your reader.

*Prepare written materials properly.* Always type newsletter items. Double-space so needed corrections can be easily made. Put one item per page. Put your name, address and telephone number in upper left corner so editor knows who contributed the item if details need to be checked or changed.
Articles for Hotline

✓ Should leave 1½ inch margins on top and sides of 8½ X 11 paper, using double spaced typing.

✓ County news should extend about one-half the length of paper and tell about an event or program that you think would be interesting to others.

✓ State Committee Chairmen/Officer's articles should use about five or six inches of typing and tell about the generalities of your program area/office or about a selected project you are planning. Remember, your Hotline article is going to the members and should be written differently from what you would send to your county counterpart.

✓ The Public Information Officer will edit articles submitted for publication.

Helpful Hints on Writing:

✓ Make an outline of what you want to say, listing the most important facts first, details second and miscellaneous added information last.

✓ Write as if you are talking to one person.

✓ Use short sentences and vary the size of paragraphs.

✓ Simplify by using lesser syllable words.


✓ For additional help, see Think Big book, Section IV, Working With the Media and Visual Aids, pp. 42-43.
Newspaper Stories are Cut From the Bottom Up

To visualize the construction of a news story, think of an inverted pyramid:

```
WHO?                     WHAT?
WHEN?          WHY?
WHERE?        HOW?
IMPORTANT
DETAILS
AND
SPONSOR

MISC.
ADDED
INFO.
```

**Headlines** — Don’t be concerned about a headline for your story. Someone at the newspaper will do that, usually taking information from the lead.

Revised July 1997
News Releases

Emphasize — More On Educational
Less on Crafts

The______________FCE club
will meet on April 2 at
10:00 a.m. in the Community
Center. The hostess will
be Shirley E. with Jean J.
and Carol S. teaching the
craft. Bring one yard
calico, three yards rickrack,
craft glue, scissors and pins.

The______________FCE club
will meet on April 2 at
10:00 a.m. in the Community
Center. Hostess will be
Shirley E. We will hear a
lesson on Literacy.
Anyone interested in this
subject is welcome to attend.
A craft will be taught by
Jean J. and Carol S. You will
need one yard calico, three
yards rickrack, craft glue,
pins and scissors if you'd like
to join in the fun. For
information call 123-4567.
The Clark County FCE club "Expressions of Christmas" Open House will be held from 9 a.m. to 3 p.m., Friday, November 4, and Saturday, November 5, in the Women's Building, Clark County fairgrounds. It will feature holiday booth displays by the 15 FCE clubs, the Shawnee Show Choir at 10 a.m. Saturday, the FCE Style Show at noon Saturday, a Children's Corner, a bazaar table, a Santa for children (with pictures available), live demonstrations, Make-It, Take-It tables and a scholarship raffle.

The live demonstrations and Make-It, Take-It tables will be held throughout both days. Live demonstrations will be provided by the Cowbells, the Porkettes, the Sewing Box, and by Extension Agent, Carol Miller. Make-It, Take-It table managers include Carousel Crafts, Creative Hub, Sandra Deards, Jan Gunderman, Little Bit Country Gifts, Little Bit Country Tole Painting, Mary's Cottage Calicos and Crafts, and Swisher Hill. Home Party Products will also be taking orders both days. The Scholarship raffle will feature a log cabin quilt, two $25.00 gift donations, and other prizes.

Lunch will be provided by Stalders.

In Clark County there are 273 FCE members in 15 clubs. Members learn new and better ways of improving the quality of living for themselves and their families. Members belong to clubs in their own communities and enjoy the fellowship and idea-sharing of friends and neighbors.

Anyone wanting information on how to join or start a club in Clark County may contact _______________.
FCE Radio Spot Scripts

The following radio "spot" announcement scripts are 10 seconds in length when read on the air by a professional announcer. However, some local radio stations, if given the option (simply ask them), would be happy to let you voice some of the spots on tape. Having local voices on their station now and then helps boost local station’s listening audiences.

If submitting the scripts to the radio station, the station prefers them in a typed format, usually double or triple spaced so that they can mark them for emphasis on certain words or phrases. Where we have left blank spaces, fill them in as you retype them with your phone number or other indicated local information. Include all of the correct information; stations seldom retype—they will toss! Offer some of these spots to each station in your area, recycling the spots as often as you can. This will give you a better chance of being heard by people in all the different radio listening audiences in your county.

1) Station _____________ salutes the Family and Community Education members of _________ County during National FCE Week ______________. Call your local county FCE President _______________ (name and phone number) or your NDSU Ext. Service County Office ______________ (phone number) and join the fun ... join FCE.

2) Now’s the perfect time to get involved in Family and Community Education! It’s National FCE Week, and your county Extension office is waiting for you to call. So get involved ... join the FCE.

3) From animals to leisure education to gardening, home economics and conservation ...whatever you want, you’ll find it in Family and Community Education. Call your local county FCE President _______________ (name and phone number) or your NDSU Ext. Service County Office ______________ (phone number) and join the fun ... join FCE.

4) Family and Community Education is new experiences, new friends, learning new things, and having a good time. Sound interesting? Call your local county FCE President _______________ (name and phone number) or your NDSU Ext. Service County Office ______________ (phone number) and join the fun ... get “growing” in FCE.

5) It’s Family and Community Education Week...the perfect time to join FCE. Whether you want to be a member or just want more information, call your local county FCE President _______________ (name and phone number) or your NDSU Ext. Service County Office ______________ (phone number).

6) National Family and Community Education Week is ______________. Isn’t it time you found out about FCE for your family? Contact your local county FCE President _______________ (name and phone number) or your NDSU Ext. Service County Office ______________ (phone number) for information. Make FCE a family affair!

revised July 1996
Editor: Photography

The information on this page has been requested. We hope it will help you with your photography problems.

There are seven key options that must be interrelated by the photographer in order to make pictures that have something to say, not just something to show. They are as follows:

1. **Subject matter.** Remember that your choice of subject matter will always be influenced by what you are trying to say about the subject, and why you are saying it; and by your accompanying words and pictures for the subject matter. If choice of subject, your intentions regarding that subject, and your audience's context for that subject are out of sync, you will have a communication backfire!

2. **Emphasizing detail.** Remember that the meaning of your picture often rests in the smallest of details. Make your details more emphatic by including fewer of them, and stressing them via your position, and by lighting. Make sure your key details are placed in an appropriate context. And also make sure that you get out any detail that is confusing, or in opposition to your objective.

3. **Using your frame to edit your pictures.** We get three passes at our frame -- the creation of the picture's boundaries. We establish our edges when we find our vantage point and look through the viewfinder. After the picture is made, we have another chance at creating the picture's boundaries when we make the print on the enlarger in the darkroom. And still again when we crop the picture to use it in our publications.

4. **Establishing our vantage point.** We can always spot beginners by their vantage points. All of their pictures are generally made from shoulder-high vantage points, 8 to 10 feet away from the subject. Good photographers always use their position to stress meaning. Your vantage point will alter your frame, change foreground/background relationships, create or eliminate confusing mergers. Move in, up, down, around, until your intended meaning is expressed by your position. Keep in mind, a photojournalist's advice: "If your pictures aren't any good, you're probably not close enough." And don't be afraid to bend!

5. **Using the right moment in time.** We see continuously -- the camera sees intermittently. We choose the precise moment most important to our intentions, and freeze (or blur) it on film to express our meaning. Practice your timing -- using the right shutter speed at the right instant to capture the peak action best defining your meaning. As another famous photographer said: "There are no maybes in photography. All the maybes should go in the trash."

6. **Use light to express meaning not just to make the picture "come out OK".**

7. **Organize your photos for meaning.** Make your pictures mean what you want them to mean, by making photographs rather than snapshots. Learn to see background/foreground and how to focus on your subject.
Publicity Ideas .... (add your own)

FCE Week in October is one week when we “pull out all the stops” and make a big effort to get publicity out. However, we need continual public awareness, from time to time, the year around.

1. “Make a Date with Your Family.” Publicize and promote families spending time together for a meal and doing a family activity away from the television.

2. FCE Flower Garden — use colors of teal and yellow. Can be personal or community. A weatherproof sign in/near to tell others (i.e. FCE member Lives Here, or FCE Project, etc.). If you don’t find a way to promote FCE through the flower garden, then it’s just another flower garden, and is not a means of publicity. Involve the media, if appropriate. Get pictures of members planting and the item used to show the publicity.

3. Floats — in community parades.

4. Library Displays - include projects done in clubs, newsletters (county, state and national), information about each club, meeting time and place, etc.

5. FCE Member of the Year — contests for club members, also Club of the Year, etc.

6. Buttons

7. Pencils

8. Tot Spots & Fair Booths — with sign up cards, door prizes, Leader Training topics with dates, free literature (make sure everything has contact information).

9. Mall Show — slide program, demonstrations, pass out literature, etc.

10. Radio — Interview key leaders on council, one member from each club tell about their activities etc., talk show host interview key leaders, give general information about organization (QRS), then county activities. Open to anyone to visit or become a member. What are the advantages of being a member in contrast to not. Be prepared with information in front of you so you have the correct answer. Get “on the air” more than once.

11 Special Ceremony for New Members — a wonderful way to say “welcome.”

12. Contact 4-H and FHA Members — get copies of literature and information to them. Invite to join or start a young FCE club.

13 Church Groups — contact about Leader Training Lessons you can present for them. Pass out information and invitational literature. Try an insert in church bulletins for the Sunday beginning FCE Week.

14 Contact Men’s Groups — or other organizations to ask for time to explain “Who we are”, “What we do,” “What we have to offer in the way of programs, LTM's and membership.” Have those brochures handy!

15 Bag Stuffers — put into shopping bags at grocery and local stores.

16 Pay Check Stuffers — design promotional item to fit into envelope.

Revised July 1997
17. Leaflet Container — design a container to hold your brochures about FCE and place in ladies rooms of factories, doctor's offices, laundries, on indoor public bulletin boards, etc.

18. Appreciation Day — for County Commissioners, and/or same or separate day for local news media. Provide breakfast or lunch and an "organized" program to INFORM them what we're all about. Make Certificates of Appreciation to present them. Keep it informal, but let's put our best foot forward and project that quality we want to show.

19. Community Clean-up Days — sponsor periodic clean-up and/or recycling drives. This is usually good for publicity. Landfills are a big issue now. FCE plan the pick-up spots, get out information ahead of time as to what can be recycled and how to have it prepared for pick-up. Use income for FCE projects.

20. "Man" the Booths — it's always better to give the personal touch, or personal contact. FCE members available to start a conversation, if necessary, to someone looking at your booth or display, a smile and an offer of assistance might be welcomed to a weary young mother at the Tot Spot. How about a big cooler of ice water and/or a small gift for the toddler in tow. Now, don't let them leave without the literature.

21. Honor the first baby born during FCE Week.

22. Document FCE work on home video for use in Public Relations.

23. Take pictures showing FCE members doing "whatever."

24. Put out information using more than one method (newspaper, flyer, radio, TV, poster, etc.) because some may see/hear only in one way.

25. If your Christmas Show is the only open house activity your county council holds during the year to which the public is invited, take advantage of this opportunity to present a program or hand-out to inform members and nonmembers about the organization--i.e. display in area where all will pass, handout with brief general information and listing of future leader training and workshops (noting open to public), periodically during the day, show one or more of the NDFCE slide/tape shows available from the state extension office (in a separate room?).

26. Search through your FCE members for subjects to interview for publicity. Example — social service outreach volunteers, wheelchair members, clubs with special projects, success stories through involvement with FCE members, etc.

27. Five events: Monday — FCE members called 50 people in celebration of 50 years of FCE; Tuesday — held Flea Market type sales day at fairgrounds to market items made by FCE members; Wednesday — visited local malls to pass out information booklets on FCE activities; Thursday — visited area nursing homes, and gave small sachets to over 300 residents; Friday — members displayed teal ribbons on cars, in yards, on mailboxes, etc. Reached a potential audience of 150,000 through TV, radio, daily and weekly newspapers, and face-to-face contacts.

28. Five events: Monday — Teal Day (ribbons on members homes, etc.); Tuesday — Reach Out and Touch Day (call a friend and invite them to FCE programs); Wednesday — Spread the News Day (radio spots at 6:30 a.m. and 12:30 p.m.); Thursday — Friendship Breakfast (Dutch treat, members join together for 8:00 a.m. restaurant breakfast); Friday — Grocery Stuffers (flyers in grocery sacks in every grocery in Fulton County).

July 1997
29. Seven events: Sunday — attend church of choice (notice in some church bulletins); Monday — indicate on window or mailbox an FCE member lives here via 8½ x 11 pre-printed sign; Tuesday — letters to county commissioners; Wednesday — articles in area newspapers; Thursday — handouts in public places; Friday — copies of Oral History Books to each library in county; Saturday — made bookmark with logo (give to honor member or prospective one).

30. Yellow 8½ x 11 poster with logo NAFCE printed on it (used in window of member's home), had articles on health, food & nutrition in 2 daily newspapers Monday thru Friday, on Monday Council held picnic for members and their families — had puppet show as part of international project.

31. Each club had Open House Tea with pre-event publicity to invite public, one club spent a day passing out literature in grocery parking lot, one club had Proclamation signed by Mayor with publicity picture/article in newspaper (9000 cir.) and posters in local groceries, K-Mart and drug stores. Another club spent a day passing out FCE literature and sachets in their area K-Mart parking lot, yet another took a day to pass out 50 HOTLINES, 30 hats, 300 balloons, 50 sachets, and FCE literature at a Ben Franklin shopping plaza. One grocery agreed to distribute hand-outs in grocery bags for two days. Teal ribbons were used on mailboxes. Council held annual FCE Week Open House, the weather-pointer was again taken to Channel 7 TV. The Dayton TV & radio stations cover a 7 county area.

32. Second annual "Hats Off to FCE Members", chalk drawing contest for children, face painting, door prizes donated by businesses, bake sale, showed VHS "Rich Lives", live entertainment by high school swing choir.

33. Window display in store window (same display used at fair booth).

34. Planted a tree -- involved FFA, 4-H and senior citizens with the planting and had it covered by newspaper article with picture of the event.

Several counties sponsor picnics or other activities for Nursing Homes, Veteran's Hospitals, Handicapped Schools, Children's Hospitals, etc. I know some of you feel you do this kind of thing because you want to do it for these people, and maybe you get more out of it than they do, and you don't want to use it as publicity. From the Public Relations point of view, you know what you have done but the public doesn't. The public needs to be aware of the Family and Community Education organization and the fine things we do for the community. We deserve the good publicity.

You will think of endless other methods of publicity. I hope these will start you thinking and planning.

July 1997

VI. Public Relations/September 1995
Proclamation
in Recognition of
FCE Week

WHEREAS, the North Dakota FCE Council assists in identifying and solving family and community problems; and

WHEREAS, The North Dakota FCE Council represents local groups, with approximately 3000 members in 52 counties, including rural and urban members of all ages.

WHEREAS, the North Dakota FCE Council is a member of the National Association for Family and Community Education Council, which represents 38 states, Puerto Rico, and the Virgin Islands.

WHEREAS, the North Dakota FCE Council offers a means for members to interpret and promote programs that meet the needs of people - needs identified in each county by planning committees;

NOW, THEREFORE, I _______________________, do hereby designate the Week of October __________ as

Family and Community Education Week
"Make a Date With Your Family"

in the county of ___________________ and urge all citizens to learn about and become involved in FCE clubs.

IN WITNESS WHEREOF, I have hereunto subscribed by name and caused the Great Seal of the State of North Dakota to be affixed at Fargo, this _______Day of ______, in the Year Of Our Lord, Two Thousand and ___.

________________________________________

revised July 1996, July 1997

VI. Public Relations/September 1995
SAMPLE NEWS RELEASE: NDFCE WEEK

Please fill in information about your county and give to the local news media to publicize FCE Week. Reword the paragraphs as they pertain to your county. Add a photo or additional information about your county FCE program. This is being sent to the Council President and consultant to FCE. If you have a Publicity Chairman, please give her a copy.

Family and Community Education Week, "Make a Date With Your Family" is being celebrated October __________, here and across the nation. In ________________County, there are _______ FCE clubs with ___________members.  

The County FCE Council that is made up of representatives of each club leads these clubs. FCE members are interested in learning new and better ways of improving the quality of living for themselves, their families, and communities. This is accomplished by attending programs which may include information about child development, environmental concerns, literacy, leadership and international understanding. Members belong to clubs in their own communities and enjoy the fellowship and idea-sharing of friends and neighbors as well as learning how to improve their family and community life.

Members also have the opportunity to develop leadership skills. They may volunteer to teach lessons to fellow club members or the public, serve as officers or chairmen in their county or local clubs, or go on to serve at the district, state or national level.

County Extension staff serve as consultants and resource persons for the organization. Because North Dakota Extension is an educational arm of the North Dakota State University, members have access to the latest research based information.

The NDFCE Council is a dues paying organization members across North Dakota. FCE members are also affiliated with the national FCE council and the international organization, Associated Country Women of the World.

For more information about FCE, visiting, joining, or forming a local club, contact your County FCE President ______________________________ (name and phone number) or your NDSU County Extension Office ______________________ (phone number).

RADIO ANNOUNCEMENT: Example

FCE WEEK

FCE Week is being celebrated in _______ County and across N.D. October __________. In _______ County, there are _____ clubs with _____ members.

FCE members are interested in learning more and better ways of improving the quality of living for themselves and their families by attending county-wide programs covering a wide range of areas. Members also have an opportunity to develop leadership skills as they volunteer to teach lessons and serve as officers and chairmen in their local, county, state and national organizations.

Statewide programs developed by the North Dakota FCE Board are based on the Mission of FCE including Children's Writing Contests, Scholarships, Grants for Community Service, Critical Viewing Skills, Networking with other organizations and promoting education at the club, county and state level.

The County FCE Council that is made up of representatives from each club leads the clubs. County Extension Agents serve as FCE consultants. Because North Dakota Extension is an educational arm of the North Dakota State University, members are informed of the latest developments in youth, family and community development.

revised July 1996, July 1997
To recap, let me wind up with these:

- if you said you had it, or did it, include your evidence!

- if you did it, take a picture(s) of it for a report.

- get pictures in the newspaper, include members in picture and show projects other than crafts. I mean if the one and only time your members get picture in the paper during the year is for Cultural Arts, what is the public to think?

- show people receiving your promotional materials.

- identify yourselves as FCE members in all your projects.

- inform, invite and show contact on all materials that the public will see or read.

- foremost, promote FCE as an educational source.

- if you had some objects for handouts, take a picture of someone getting it.

- remember to cut date & name of newspaper to include with article. Printing it on by hand is supposed to be a no-no for national report guidelines. I can live with it but if I want to send your article with my state report?

- underline or highlight the names of FCE members in newspaper articles (if you do the last two things at the time you clip the article, it will be done).

- save or collect all these items as you go through the year, then put your report together in January.

- try to include newspaper articles that reflect all the clubs in the county and not just one or two. You are reporting on a county program.