

Public Relations

I hope you are having a wonderful summer! It is a time to catch your breath and relax.

As we begin to think about the new school year and the responsibilities for Public Relations, I wanted to remind you that I am available to help you in promoting your PTA programs and activities.

The primary function of PTA Public Relations is to help publicize, advertise, promote, encourage participation and report what is going on in your local PTA.

As activities are planned and programs presented, working under the direction of your PTA president and with other members of the PTA board, you will be able to fulfill your responsibilities.

I encourage you to become an active member of the PTA planning team and think about how information can be a valuable tool in strengthening your PTA.

What information do you want your key audiences to know about your PTA and what is the best way you can inform them?

Keeping things simple and direct will help make the PTA messages memorable.

I have enclosed a copy of the handout used at the State Convention this last May. It is entitled "Public Relations and Utah PTA Organizations."

I will be available to help each local and council PTA President, or PR representative, and region directors.

Here's to a successful year in "*Catching the Vision of your PTA through Public Relations and passing it on!*"



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