**PUBLIC RELATIONS**

**PLAN OF ACTION**

**2023-24**

STATE THEME: “BLOOM WHERE YOU ARE PLANTED”

GOALS: To build and develop a clear image of BPW through the media by Informing the community of BPW’s goals and objectives. To attract new members via local organization publicity with exciting programs & activities.

PUBLIC RELATIONS CHAIRMAN’S DUTIES:

* + 1. Contact the local media people early in the year. Find out their procedures

and deadlines for submitting news releases.

* + 1. Use your local BPW organization’s Calendar of Events so advanced

publicity can be planned.

* + 1. Display local organization programs and activities on Facebook pages monthly
    2. Encourage member to view BPW/Kansas local organization websites and pages and share with their family and friends
* News articles should cover four things: **Who? What? When? And Where?**

Send typed articles to appropriate media people in advance of local event.

* Submit special press releases to local media for outstanding programs,

L.O. Officer Installation, official visit of BPW/Kansas officers, Young Careerist

and/or Individual Development participants, NBW (National Business

Women’s Week) activities, Equal Pay Day activities, etc.

PUBLIC RELATIONS AWARD:

A special award will be presented to the Local BPW at State Convention for the most outstanding Public Relations coverage for the 2023-24 BPW year, either via print or social media.

Public Relations Notebook should contain:

1. Newspaper clippings and pictures of events.
2. Copies of PSA’s (Public Service Announcement) submitted to media
3. Copies of local BPW newsletters.

DEADLINE TO SUBMIT PUBLIC RELATIONS NOTEBOOK: **MAY 1, 2024**

DEADLINE to post social media for consideration: **May 9, 2024**

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