

PUBLIC RELATIONS PLAN OF ACTION 2024-2025

BPW/KANSAS THEME: "BE THE REASON SOMEONE SMILES TODAY"

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.
2. Use your local BPW organization's Calendar of Events so advanced publicity can be planned.
3. Display local organization programs and activities on Facebook pages monthly
4. 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, NBWW (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 2024-2025 BPW year, either via **print or social media**.

Public Relations Notebook should contain:

- A. Newspaper clippings and pictures of events.
- B. Copies of PSA's (Public Service Announcement) submitted to media
- C. Copies of local BPW newsletters.

DEADLINE TO SUBMIT PUBLIC RELATIONS NOTEBOOK: May 9, 2025

DEADLINE to post social media for consideration: May 12, 2025

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