

## **GUIDELINES FOR COUNTY PUBLIC RELATIONS DIRECTORS**

**Objectives:** To promote the programs and activities of the IAHCE throughout the state by utilizing all forms of media.

To create an effective “network” between unit/county/state Public Relations officers and other board members.

**Goals:** To promote state wide acceptance of name change.

To have officers who are WELL INFORMED of their duties. (It would be helpful for each P/R person to learn enough of the history of our organization to give account to members as well as the public. We should know enough about our organization, where and how it originated, and where it is headed in the future.)

To provide adequate training and challenges for said P/R persons.

To promote the current IAHCE theme in planned activities throughout the year.

To have a County Newsletter going out in each county.

To seek out and encourage talented people in our organization to get involved where their talents can be best utilized.

### **DUTIES/SUGGESTED ACTIVITIES OF THE COUNTY P/R OFFICER:**

1. Keep the State Board informed of county activities. (Unit P/R to keep county board informed of unit activities.)
2. Write regular articles for the local newspaper. (Unit P/R to write regular articles for the county newsletter.)
3. Keep all members informed of county activities through a regularly published county newsletter. (If P/R officer and Newsletter editor is not the same person, they should work closely to put out an effective and informative county newsletter.)
4. Submit regular articles for the state newsletter and to encourage other board officers to write articles for the county newsletter.
5. Photograph (or arrange for photos) of special county meetings and activities. (Unit P/R can do the same for their unit.)
6. Keep and develop the county’s Public Relations Book. (Unit P/R to do the same for Unit.)
7. Recognize unit/individuals for outstanding public relations work.
8. Fill out and submit all (P/R) HCE Report Forms for Education Awards. (Form in this Guidebook.)
9. Develop P/R workshops or seminars when necessary, to keep unit P/R officers informed and up to date on state/local sponsored activities. (Perhaps have someone from the local media to give a talk, or have a tour of a radio/T.V. station etc.)

## GUIDELINES FOR COUNTY PUBLIC RELATIONS DIRECTORS

Page 2

10. Video tape educational programs and special events and make the tapes available for loan throughout your county office, library etc.
11. Encourage members to become involved with county and state public relations projects, such as District Workshops, Annual Conference, fund raisers etc.
12. Always be on the look-out for new ways to publicize and promote our organization's activities.
13. ALWAYS ACCENTUATE THE POSITIVE!

IAHCE HISTORICAL BOOKS: Though no longer judged, these should be kept current and ready to exhibit when invited to do so.

IAHCE REPORT FORMS: There are three categories for winning an Education Award for P/R listed below and also located on page 49 of this Guidebook:

**IAHCE WEEK:** Report what your county did to celebrate IAHCE Week.

**PUBLIC RELATIONS:** This could be a number of activities that your county has held. To be eligible, you must send not less than three (3), nor more than six (6) of your county's newsletters that were published in the last year. Also send a report of what your county has accomplished in the last year.

**SPECIAL ACTIVITY:** This could be a report on any special one (1) project that your county participated in. It could be in the form of a P/R video having to do with the theme for the year - - as should all entries in the P/R Special Activity section. A copy of the Report Form can be found in this Guidebook. Send it to the Public Relations Director, name and address on page 1, **prior to January 31st** each year.

IAHCE/HCE WEEK: Is observed the second full week in October. All Illinois counties are encouraged to participate.

Objective: To promote and stimulate interest in non-members. To create public awareness as to the purpose and standing of our organization. To have counties unite in a statewide promotion of IAHCE.

Goals: To utilize the current theme designated by the IAHCE Board each year. To proclaim the second full week of October as HCE Week so counties can schedule a full program of events around this date and encourage participation from all segments of the community.

### SUGGESTED ACTIONS FOR IAHCE WEEK:

1. Suggest that your board organize a special committee to plan activities.
2. Develop a publicity campaign. Use all available forms of media.
3. Have proclamations signed by mayors or other county officials to declare a county HCE Week.
4. Host a brunch/gathering so interested parties can get acquainted with our organization and perhaps become new members.
5. Recognize local businesses or organizations who have been supportive and give them a "FRIEND OF HCE AWARD".
6. Host a community forum or symposium on a county concern or issue, i.e. environment, child care, children and TV, 911, etc.
7. Make a public relations video on a current theme activity.

The name/address of the Public Relations Director can be found on page 1 of this Guidebook

## IAHCE NEWSLETTER

### DEADLINE DATES:

Spring Issue_____	April 1
Summer Issue_____	July 1
Winter Issue_____	November 1

(State Board Members deadlines are two weeks earlier!)

If your article is not received before the deadline (postmarked by the due date) there is no guarantee that it will appear in that issue. THESE DATES ARE ALSO THE DEADLINE DATES FOR SUBSCRIPTIONS!

### THE PUBLICATION DATES USUALLY RUN AS FOLLOWS:

Spring_____	May
Summer_____	August
Winter_____	December

The State Newsletter will be available on our website at [www.iahce.org](http://www.iahce.org) the first day of May, August and December.

### ALL ARTICLES SENT TO THE EDITOR SHOULD BE SENT BY e-MAIL OR TYPED.

The preferred way to send your articles is to be sent by e-mail to the Public Relations Director. Address of the Public Relations/Newsletter Editor is inside the front page of current State Newsletter. Those sending by e-mail should write the article in a word document and then attach to your e-mail.

A double spaced, typed article is the next best way to send your article. If you cannot type, see if you can find someone in your county who does type. This will require some advanced planning on your part-plan far enough in advance to give your article the time and attention it deserves. Typing the articles will insure the correct spelling of names and other pertinent information. Your article will still be acceptable if written legibly.

**Objective:** To keep members up-to-date on IAHCE news and articles. It also gives the counties the opportunity to share ideas.

**Goals:** To encourage members to use this source of information when planning their activities and to have every county represented in the newsletter at least once a year.

### REGULAR FEATURES:

FROM THE PRESIDENT'S DESK - Words of encouragement, national/state issues that need to be addressed by the President of our organization.

EXECUTIVE AND EDUCATION COMMITTEE REPORTS - Reports from the State Board members.

SPECIAL REPORTS - Reports from various committees such as Nominating, Scholarship, Support Fund, etc.

DISTRICT NEWS - Contains news from the counties, regular reports are preferred rather than complete year-end round ups.

**IAHCE NEWSLETTER**

Page 2

**DATES TO REMEMBER** - Advertises events open to the general public and HCE members in other counties. Be aware of publication dates.

**SUGGESTED ACTIVITIES:**

1. County PR or appointed person should see that regular articles are properly prepared and sent to the Editor on programs and activities in which your county has participated.
2. Outstanding members and members who have seen many years of service should be recognized by having their county send in an article about their accomplishments.
3. PHOTOGRAPHS
  - a. Pictures that tell a story are always welcome with the stories.
  - b. Limit is one or two pictures per article
  - c. Please examine the photos before sending them in. Consider if it is of a quality that will reproduce well in the newsletter. **NEWSPAPER PHOTOS AND COPY MACHINE PHOTOS DO NOT REPRODUCE WELL** - do not be upset if the quality in the newsletter is not up to standard. **DO NOT SEND NEGATIVES!**
  - d. Place name and address on back of your photos. They will be returned to you either at the District Meeting or Annual Conference. (Self addressed stamped envelope can also be used.

**SUBSCRIPTION INFORMATION:**

The IAHCE NEWSLETTER Editor and the Subscription chairman may/may not be the same person. The cost of the newsletter per year is \$9.00 for three issues. The subscription form is on page 47 of this Guidebook for you to copy.

**Check this Guidebook, page 1 for the current State Newsletter Editor for the name/address of the IAHCE NEWSLETTER EDITOR/SUSCRIPTION chairman.**

**IAHCE NEWSLETTER SUBSCRIPTION FORM**

IAHCE NEWSLETTER ----- 1 year - \$9.00

**PLEASE PRINT OR TYPE:**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ ADDRESS CHANGE \_\_\_\_\_

TELEPHONE W/AREA CODE \_\_\_\_\_

e-MAIL ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_ ZIP CODE \_\_\_\_\_

COUNTY \_\_\_\_\_ DISTRICT \_\_\_\_\_ NEW \_\_\_\_\_ RENEWAL \_\_\_\_\_

# OF YEARS SUBSCRIBING \_\_\_\_\_ AMOUNT ENCLOSED \$ \_\_\_\_\_

Checks made payable to **IAHCE**.

Send checks with your address, county, telephone (including address changes) to:

Newsletter Editor/Subscription Chairman - Name and address is on page 1 of this Guidebook.

**THERE CAN BE NO REFUNDS OR NAME SUBSTITUTIONS WITH THE SUBSCRIPTIONS. PLEASE DO NOT ASK.****DATES ARTICLES DUE AND NEWSPAPER MAILINGS:**

**ARTICLES DUE** - April 1 for May (Spring) mailing  
 July 1 for August (Summer) mailing  
 November 1 for December (Winter) mailing

**PLEASE DUPLICATE THIS PAGE FOR EACH SUBSCRIPTION ORDERED.**