

PART VI

PUBLIC RELATIONS SECTION

	<u>Page</u>
• Public Relations Guidelines	1
• Our Publics	1
• Internal Publics	1
• External Publics	2
• Methods and Tools	3
• Public Relations Guide for Working Together In the Community	6
• How to Work with Local Organizations on Public Relations	9
• Initial Contact	9
• Suggested Contacts	9
• Get on the Program	10
• Know Your Facts	10
• Highlights	10
• How to Make Effective Presentations	11

PUBLIC RELATIONS GUIDELINES

These guidelines were developed by the Public Relations Committee to help the Joint Rules Committee (JRC), members of the California Senior Legislature (CSL), and staff consultants, plan and carry out effective public relations in their own on-going activities.

Public Relations has been variously defined as “the art of winning public favor for an organization or an individual,” the “two-way communication process between an organization and the people it wants to reach” and the “preplanned use of publicity to sway public opinion in favor of a concept or an organization.”

From these definitions, we can safely say that good public relations involve persuasion, communications and planning. Conversely, bad public relations may occur when none of these are present. These Guidelines reflect the need to include these elements of public relations in all things undertaken by the CSL, its officers and members.

Acceptance and support of the CSL by its various publics will be won by good planning and follow-through. For purposes of clarity, we have organized these guidelines in three parts:

- I. Our Publics
- II. Methods and Tools to Reach Our Publics
- III. A Schedule for Accomplishment

I. OUR PUBLICS

We have defined a number of internal and external publics to which our public relations efforts should be addressed.

A. INTERNAL PUBLICS

CSL MEMBERS – This public includes all present and former elected members of the Senior Legislature.

COMMISSION ON AGING – Principal advocate body for older Californians and the AAA Advisory Councils of California, Inc. Also advises the Governor, Legislature, Department of Aging, and other state departments on policies and regulations affecting older Californians. This state agency is comprised of 25 Commissioners - 19 appointed by the Governor, three appointed by the Speaker of the Assembly, and three appointed by the Senate Rules Committee.

AREA AGENCY ON AGING – These 33 agencies administer state and federal funds allocated to provide community-based services for persons over 60 in each of the state's planning and service areas.

AREA AGENCY ON AGING ADVISORY COUNCILS – Advise the Area Agencies on Aging and most of them are the principal advocate body in their planning and service areas.

STAFF – A State employee provides staff support to the CSL and the California Fund for Senior Citizens.

B. EXTERNAL PUBLICS

THE ADULT POPULATION OF CALIFORNIA – This is an extremely broad definition and must be reduced to workable target segments. For our purposes, we have used the following categories:

1. CONSTITUENTS

There are more than 5 million Californians 60 or older who are our electorate and for whom we advocate legislation with the State Legislature, the Governor and various departments of state government.

2. TAXPAYERS

Adult individuals of all ages are potential donors to the California Fund for Senior Citizens and the California Foundation on Aging/CSL.

3. MEMBERS OF ORGANIZATIONS

A broad category that includes labor unions, professional associations, service clubs and community groups.

OFFICIALS OF GOVERNMENT – This public is the one to which much energy and attention is directed during the advocacy process. However, we must not overlook the need to address it from a public relations viewpoint. So we have divided it into small segments:

1. STATE LEGISLATORS

40 Senators and 80 Assemblypersons.

2. STATE CONSTITUTIONAL OFFICERS

Governor, Lt. Governor, and other elected officers of state government.

3. AIDES TO STATE LEGISLATORS & CONSTITUTIONAL OFFICERS

These people are the front line for communication with the elected officials of state government.

4. STATE LEGISLATIVE COUNSEL

Has agreed to provide staff support to the CSL in advising and monitoring CSL proposals both before and during the session.

5. CALIFORNIA CONGRESSIONAL DELEGATION

Two Senators and 53 Representatives.

6. LOCAL ELECTED OFFICIALS

FINANCIAL SPONSORS – Comprised of corporations, businesses, associations, and foundations from which the CSL may derive funding or in-

kind services for its activities, including but not limited to, annual sessions, training and advocacy.

MEDIA – This public is composed of those individuals who report, edit, broadcast and publish information to one or more of our other' publics. The goodwill, trust and favor of this public are essential for the successful implementation of the overall CSL public relations plan.

II. METHODS AND TOOLS

The next step is to identify which methods and public relations tools we should use to effectively communicate with our publics. Lest we fall into the trap of simplicity, let us make it clear from the start that public relations is more than publicity. Publicity is, however, usually included in a good public relations plan.

Specifically, the following techniques are recommended for use with each of the identified publics:

A. INTERNAL PUBLICS

CSL MEMBERS

- (1) Agendas and minutes of JRC meetings,
- (2) Legislative alerts and bill summaries,
- (3) JRC members' participation In CSL area/group meetings,
- (4) Legislative awards and recognition certificates.

COMMISSION ON AGING

- (1) Copies of CSL Legislative Alerts and other mailings to CCOA members,
- (2) Telephone Hotline.

AREA AGENCIES ON AGING

- (1) Personal contact by all CSL members,
- (2) Legislative action updates for area agency newsletter,

AREA AGENCY ON AGING ADVISORY COUNCILS

- (1) Personal contact by all CSL members,

STAFF

- (1) Recognition of accomplishments,
- (2) Frequent, clear and open communication.

B. EXTERNAL PUBLICS

CONSTITUENTS

- (1) News releases to the general circulation print, radio, and television media,
- (2) News releases and feature articles to the seniors' media,
- (3) Letters to the editor,
- (4) Telephone Hotline,
- (5) Frequent participation on TV and radio talk show programs.

- (6) Personal appearances at senior centers, nutrition sites and other congregate areas,
- (7) Copies of CSL newsletter.

TAXPAYERS

- (1) Announcement of direct service grants to all media outlets,
- (2) TV and radio public service announcements and shared ID's,
- (3) Bulletins and posters to accountants and licensed tax preparers,
- (4) Participation with the Franchise Tax Board in VTAP and other volunteer tax assistance programs,
- (5) Feature articles in Sunday supplement magazines,
- (6) Direct mail solicitation to pre-sorted lists,
- (7) Letters to the editor.

MEMBERS OF ORGANIZATIONS

- (1) Provide programs for meetings at the local level,
- (2) Adopt one statewide service club per year and work with its officers to be on the program of every club in the state during the year,
- (3) Encourage all CSL members to become more visibly active in community groups,
- (4) Invite and publicize statewide organizations representatives' testimony at the annual session,
- (5) Develop and maintain close relationships with organizations serving seniors and persons with disabilities.

STATE LEGISLATORS AND THEIR AIDES

- (1) Personal contact in district and at Capitol,
- (2) Legislative Awards for CSL proposals enacted into law,
- (3) Invite key legislators to participate in the annual session,
- (4) Host public forums with legislators for senior citizens in their district.

STATE CONSTITUTIONAL OFFICERS AND THEIR AIDES

- (1) Invite to participate in annual session,
- (2) Include in news conferences with members of the CSL during the annual session and throughout the year,
- (3) Maintain frequent contact year-round.

STATE LEGISLATIVE COUNSEL

Maintain contact.

CALIFORNIA CONGRESSIONAL DELEGATION AND LOCAL ELECTED OFFICIALS

Personal contact in district offices.

FINANCIAL SPONSORS

- (1) Invite chief executive officer and/or president or owner of the organization to participate at the annual session,
- (2) Publicize sponsors in CSL literature and news releases, and
- (3) Recognize contributions at annual session.

MEDIA

- (1) Maintain active contact in organizations such as the Northern California Radio and Television Producers' Association, State Information Officers Council, Sacramento Public Relations Association,

- (2) Nurture relations with the Capitol Press Corps through formal and informal personal contacts and media briefings.

III. SCHEDULE FOR ACCOMPLISHMENT MEDIA PLAN FOR ANNUAL SESSION

APRIL Develop display for State Capitol.

MAY Review Media Plan: make suggestions for additions and revisions. Apply for display space In State Capitol.



STATE OF CALIFORNIA

CALIFORNIA SENIOR LEGISLATURE

----- PUBLIC RELATIONS -----

A GUIDE FOR



N THE COMMUNITY

1020 N Street, Room 513 – Sacramento, CA 95814 – Phone (916) 552-8056 – Fax (916) 552-8013
Funded by the California Fund for Senior Citizens/Sponsored by the California Commission on Aging

CALIFORNIA SENIOR LEGISLATURE
PUBLIC RELATIONS GUIDE
FOR WORKING IN THE COMMUNITY

Introduction

This guide is a revision of previous works developed by earlier Public Relations Committees to help the Joint Rules Committee (JRC), members of the California Senior Legislature (CSL), and staff consultants, plan and carry out an effective public relations strategy in their own ongoing activities.

Public relations has been variously defined as “the art of winning public favor for an organization or an individual,” “the two-way communication process between an organization and the people it wants to reach,” and the “pre-planned use of publicity to sway public opinion in favor of a concept or an organization.”

From these definitions, we can safely say that good public relations involve persuasion, communications, and planning. Conversely, bad public relations may occur when none of these are present. This Guide reflects the need to include these elements of public relations in all things undertaken by the CSL, its officers, and members.

It's important to develop a public relations plan that best fits your community. Among the most important groups with which any CSL member should work are those that are considered to be part of the formal structure of the aging network.

CSL MEMBERS – Includes all present and former elected members of the CSL. These are allies that can be extremely helpful in generating interest in the CSL in your local community. Try to get together on a fairly regular basis to share ideas and discuss what issues you may like addressed by the JRC.

COMMISSION ON AGING – Principal advocate body for older Californians and the AAA Advisory Councils of California, Inc. Also advises the Governor, Legislature, Department of Aging and other state departments on policies and regulations affecting older Californians. The Commission is comprised of 25 members – 19 appointed by the Governor, three appointed by the Speaker of the Assembly, and three appointed by the Senate Rules Committee. Identify any Commissioners that may be in your area and ask them to come and share news items that the Commission has is focusing on. Work together.

AREA AGENCIES ON AGING – The 33 agencies administer state and federal funds allocated to provide community-based services for persons over 60 in each of the state's PSA's. Try to get to know the staff of those AAAs and keep abreast of any issues that are of particular concern in your area.



AREA AGENCY ON AGING ADVISORY COUNCILS – Advise the area agencies on aging and are the ‘principal’ advocate body in their planning and service area. Try to attend council meetings on a regular basis. Get to know the advisory council officers to increase the sharing of information that ultimately helps the overall senior community.

Others groups that may be an extension of the aging network include:

1. Local commissions on aging.
2. Other local senior organizations and service clubs.
3. Civic clubs, particularly those that address the needs of older people.
4. Churches, synagogues and mosques.
5. Health institutions.
6. Consumer groups.
7. Businesses and business organizations (providers of services to the elderly, etc.)
8. And more to be mentioned later in this guide.



HOW TO WORK WITH LOCAL ORGANIZATIONS ON PUBLIC RELATIONS

Initial Contact

Use your existing contacts – call the people you know who are members of local organizations.

Explain what the CSL is and how, as a member of the CSL you can be of service to your community.

Offer to make a presentation to the organization – be as flexible as you can be on the date and time of your presentation - your purpose is to be seen and heard!

To reach other organizations where you don't have a contact, you might ask your local newspapers or study your local telephone book, or the numerous other resources you should have available to you (like the AAA), for the names and addresses of the organizations' presidents.

Suggested Contacts

In addition to the ones mentioned earlier, you might want to contact organizations and agencies such as:

- League of Women Voters
- Rotary
- Kiwanis
- Lions
- Masons
- Soroptimists
- Senior Centers
- Mobil Home Parks
- City Council, Mayor, etc.
- Nursing Homes (family support Groups)
- Unions (particularly retiree groups)
- Professional Clubs
- Retiree Organizations
- Women's Clubs



Get on the Program

- Ask to be on the agenda
- Be flexible with the length of your presentation – typically 10-20 Minutes
- Have “hand outs” ready for your audience CSL brochures are an Example
- Be sure to thank your hosts for inviting you and allowing you to be on the program.

Know Your Facts

- CSL History
- Function
- Legislative Priorities
- Legislative Success Rate
- Funding – California Fund for Senior Citizens or the CSL Special Deposit Fund



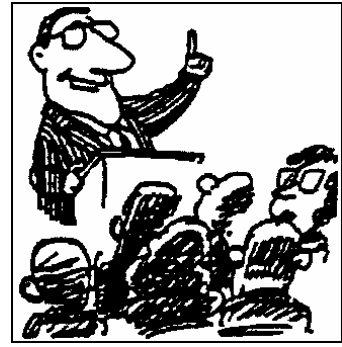
Highlights

- CSL is non-partisan
- We work together with many other organizations and the State Legislature
- Working for the benefit of all older Californians
- Contributions to the California Seniors Fund also used for direct services for seniors if enough funding is received
- CSL members are volunteers and oftentimes spend their own funds to carry out the CSL's work.

How to Make Effective Presentation

Here are some tips you may want to follow when making presentations:

- Relax - Enjoy yourself!
- If possible, don't memorize your talk and don't read from a script.



Speaking from memory can be a poor method because it does not allow you to adjust to a particular situation. Also, there is a danger of forgetting your next remark.

Instead, you might outline the most important points of your presentation on index cards as a reminder and to keep yourself on track. Be sure to number the cards in case they get out of order.

If you do read a prepared script, be sure to number the pages; double or triple space between lines to make it easier to read; and, if possible, use a large print type.

- Be prepared - know your facts
- Know your message - what do you want to tell your audience
- Use language that is meaningful to audience - not too technical
- Define your terms - don't assume the audience will understand your abbreviations
- Make eye contact with your audience - look directly into the eyes of your listeners, and look impartially at all parts of the audience, not just a chosen few. Make it evident to each person in a small group and each part of the audience in a large group, that you are interested in them as individuals and eager to have them understand the ideas you are presenting.
- Gestures – or the purposeful use of hands, arms, shoulders, and head – are used to reinforce what you say. Effective gestures are natural and effortless.
- Know your time limitations
Be sure to key your presentation to the amount of time you have available to speak. Most presentations will be 20 minutes or less.



- Audio visual aids
You may want to use visual aids to highlight key points in your presentation and to add variety to your presentation, such as flip charts, slides, film or video, overhead projector, or exhibit. Contact the CSL office to arrange to borrow materials.
- Give your audience time to ask questions.
- Speak up! Be sure the person in the back row can hear you.
- Use handouts.
This will give your audience something to remind them of your presentation.
- Practice – Practice – Practice
The more presentations you give, the easier it will be – if you aren't comfortable getting up in front of an audience, practice in front of your mirror, spouse, and friends. Ask them to offer suggestions.

Good luck with your community public relations. You can do it!

