

**PR**  
*techniques*  
*for*  
***Student Volunteer  
Programs***

STEVEN C. DRAKE  
Director of Public Relations  
Clarke College, Dubuque, Iowa



## *A good public relations program makes it possible for your program to do more for the community while getting full recognition for volunteer efforts*

VOLUNTEER ORGANIZATIONS cannot exist without a continued supply of new volunteers and the support of their local communities.

But interested people cannot be of help if they do not know about your organization or its purposes. And you cannot raise operating funds if you do not tell the community about the value of your organization and its various projects. In fact, you may not keep the volunteers you have if you do not offer some public recognition of their contributions.

Volunteer organizations survive by communicating. An effective public relations and community relations program will help your organization attract money and new volunteers, maintain community awareness of your group's value, and secure recognition for your volunteers.

Public relations has different meanings for different people. Basically, however, public relations simply means developing and maintaining good relations with your various publics.

Some news events, like fires and floods, are inherently newsworthy and receive almost automatic coverage. Others, like some balloon ascensions, telethons, and beauty pageants, are planned to gain media coverage. For example, the 1973 Senior Class at Ohio State University decided to raise \$50,000 to buy equipment and develop facilities for OSU's blind students. To call attention to the event, the students developed an Awareness Day. Activities included blind students leading blind-folded, well-known OSU personalities such as football coach Woody Hayes and the University president's wife around the campus. The media was alerted a week in advance, and the event was covered by two wire services, three local television stations, two Cleveland television stations, and several radio stations and newspapers. The publicity helped the senior class reach its goal and alerted students, as well as the public, to the difficulties a blind student has attending a college not designed or equipped to meet his physical and psychological needs.

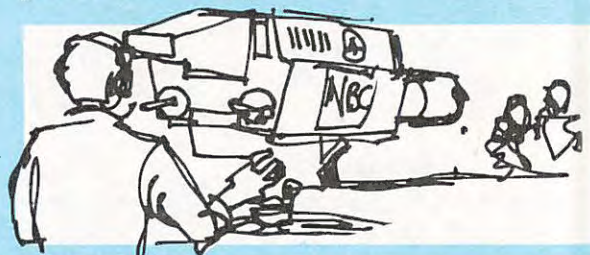
In between these two types of reportable events lie those that should be reported but may not be unless the media are properly alerted.

Last fall, Clarke College's RAP (Reach Another

Person) volunteer group held a recruiting drive. The event was not planned for news media coverage, but a quick call from the college public relations office to the local television station resulted in evening news coverage of Clarke students volunteering to serve the college and the Dubuque community.

All three of these kinds of events are isolated happenings, and only two of them could possibly, be part of a public relations program. Moreover, an effective public relations program requires careful planning. It does not consist of isolated events.

Any student volunteer group that seeks to develop a long-term public relations program should have a special PR committee composed of students. One person should be in charge of the committee's overall operations, and in some cases, one person might be responsible for each type of media. To achieve an effective program, the committee should plan a year-long campaign and, underclassmen should be given responsibilities so that they can continue the public relations program in succeeding years.



A very basic planning step involves identifying the publics or audiences your organization is trying to reach. A college or university student volunteer organization has several publics. These include current and prospective student volunteers, faculty, administrators, people in the campus community, local church and civic groups, other volunteer groups, local and national volunteer coordinating groups, and prospective donors of money, space, and services. One of the most important publics consists of those community groups that your organization is set up to serve.

Next, you need to think through and identify the purpose of your public relations efforts. Most student volunteer organizations have two kinds of public relations needs. First, nearly all organiza-



tions need publicity about special projects or events. These might include publicity about a recycling drive or a guest speaker for Earth Action Week or Big Brother/Big Sister Week.

Second, most groups aim at long-term communications. These represent the culmination of all the special publicity projects, plus a long-term effort at continuous community and public relations. For example, goals for a general public-relations campaign might be to maintain community support, retain current members, and recruit new volunteers.

Once you have determined whom you want to reach and why you want to reach them, look for the best media or methods to get your message to your audience. To be effective in this planning stage, you must know your territory and your audience.

Different audiences and different messages require different media. For example, to reach the public for a fund drive, you will probably want coverage in the local newspapers and on TV.

To get students to volunteer, you'll probably want public service announcements (PSA's) or advertisements on a stereo rock radio station. You may even find that different media will affect different types of students. For example, handbills and stories in the "underground press" will attract a different group of students from those attracted by posters in dorms and fraternity houses or an announcement in the student newspaper.

In general, your organization will be dealing with several types of media. These include radio stations, television stations (commercial and educational), newspapers (commercial, student, and underground), bulletin boards, posters, signboards, and fliers. Here are some of the advantages and disadvantages of each for a volunteer group.

**RADIO**—Radio offers immediate 24-hour ac-

**FROM: Clarke College News Service**  
**275 Mary Bertrand Hall, Dubuque, IA 52001**  
**Telephone: 1-319-588-6318**

Steven Drake  
Director  
Clarke College Public Relations

FOR IMMEDIATE RELEASE

DUBUQUE- With over 70 student volunteers serving various community agencies in Dubuque, RAP (Reach Another Person) Tuesday completes its 1974 membership drive.

RAP is a student-run organization serving as a clearing house for social action opportunities in the Dubuque area. Volunteers work with mentally and physically handicapped children through the Big Sisters program and the Mercy School of Nursing. Others tutor children at Hillcrest House and Fenelon House and visit the elderly in nursing homes through the Dubuque community's "Project Concern".

Jane Knapp, chairman of RAP and a senior from Mason City, Iowa, coordinates volunteer placement, matching each student with a specific service. After students begin to work with the RAP program, Ms. Knapp follows through on each of them.

Most of RAP's volunteers offer up to 20 hours of service a week.

\*\*\*

CONTACT: Jane Knapp  
Clarke College  
Reach Another Person (RAP)  
Dubuque, Iowa  
1-319-588-6300

cess to a wide variety of people. It reaches young and old in cars, homes, farms, and factories. Most radio news shows, however, are limited to five minutes, once an hour. This means that your story must appeal uniquely to radio listeners. A radio station, however, is required by Federal Communications Commission regulations to provide free public service announcements (PSA's) to community groups and provide 30 or 60 second announcements. In addition, many stations schedule regular public affairs programs (usually on Sunday afternoons) that permit longer (30-minute) discussions on topics the stations believe to be of interest.

**TELEVISION**—While not as mobile as radio, television offers a highly visual message to a large audience, but time considerations restrict this media even more than they do radio. Most stations



provide only two 30-minute local news shows during the broadcast day. Coverage is usually limited to stories that lend themselves to the media's visual impact. Many volunteer groups can generate stories that fit this description. Some stations provide community service announcements of events and others offer public affairs programs.

**NEWSPAPERS**—Newspapers provide more news space than any other media, but they do not provide the immediate visual or audible impact of television or radio. In addition, few people read every item in a newspaper. Most newspapers provide space for meeting and project announcements and articles and photographs about projects. Newspapers also have the space to develop feature stories about interesting events or persons within your group. The letters-to-the-editor column offers a convenient outlet for many groups, and it is an excellent way of publicly thanking groups that have helped your organization.

**OTHER MEDIA**—Student volunteer groups can avail themselves of a wide range of easily-produced publicity vehicles. These include bulletin board announcements, posters, fliers, and signboards. These are effective methods of reaching fellow students who seldom rely on the news media. Attractive fliers can be inexpensively produced and used as handbills or bulletin board announcements. Posters cost slightly more and can either be printed or silkscreened. Effective coverage, however, requires blanketing the campus.

Now you are ready to contact the news media. Most public relations representatives provide information to newspapers and radio and television stations through news releases. Occasionally they hold news conferences.



A good news release provides the basic information (Who, What, Where, When, Why and How) about the event. Keep releases short. Most news releases are developed according to the principle of the inverted pyramid. This means that you put the most important information in the first sentence and follow it with other information in descending order of importance.

Here are a few other points that should help

you develop better news releases:

- When writing a release, use short, simple, concise sentences.

- Remember to use the active, rather than the passive, voice. For example, it is better to write: "Clarke College students tutored slow learners on Tuesday;" than to use the passive construction: "Tutoring was given to slow learners on Tuesday by Clarke College Students."

- Each newspaper and radio and television station follows certain style rules in developing their news copy. Most of the media follow the rules outlined in style books published by the Associated Press and United Press International. These books offer guidelines for preparing copy in proper newspaper style. You may purchase AP or UPI stylebooks by writing either of the news service offices in New York City, or, you may be able to borrow a copy from your journalism school.

Several other guidelines should be followed in developing your news release:

**IDENTIFICATION**—your organization's name, address, and telephone should appear at the top of the news release. It is a good practice to include the name of someone who should be contacted for more information.

**STATIONERY**—type or reproduce your news release on plain white paper or your letterhead. Some public relations persons feel colored paper will attract the news media's attention, but most editors prefer plain paper over fancy, tinted stationery that looks commercial. Don't hard sell news, let the editors or news directors determine its relevance.

**RELEASE DATES**—most items should be marked "FOR IMMEDIATE RELEASE" just below the lines indicating where media personnel can get more information. In addition, you may find it helpful to type in the date you mail your release. Occasionally, you may want to stipulate that the news release should not be used until a certain time on a specific day, but this should generally be avoided. If timing is that urgent, perhaps you should hold a news conference that opens the story to everyone simultaneously.

**RELEASE FORMAT**—always type and double-space your news releases. It is good practice to allow two-inches between your top-of-the-page identification and the first sentence of your release. Never send out a two-page release if you could edit the story to one page. Many good releases are only a few paragraphs long, but they provide a newsman with a story idea that he can



develop later. Make sure all the information in the release is accurate. If the release runs more than one page, type "more" at the bottom of the first page. Type ### at the end of the release.



While a news conference offers you the opportunity to present information simultaneously to all members of the news media, the device should be used only for information or interview opportunities of major importance. If your organization initiates a major new project, you may want to announce it in a news conference. If you invite a prominent guest speaker, you may want to call a news conference to give all media equal access to the speaker. For example, former Secretary of the Interior Stewart Udall recently spoke at Clarke College on the Environment and the Energy Crisis. We held a news conference that was attended by representatives of several newspapers as well as radio and television stations. Excerpts of his 45-minute news conference were called to NBC radio in New York, which used them on its national newscasts. The news broadcast gave Clarke College national exposure.

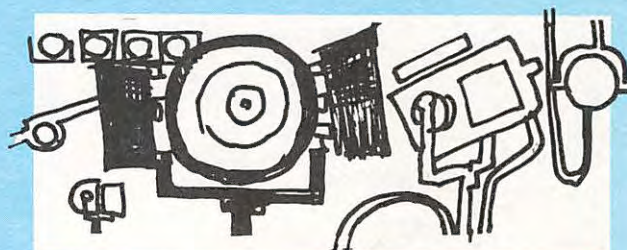
Remember that the time of your news conference will determine which medium can use it first. This is especially true in cities with more than one newspaper. The person responsible for publicity should be aware of the various deadlines. For example, an afternoon newspaper's first deadline usually occurs in mid-morning (about 10 a.m.) while a morning paper's first deadline is in the early evening (about 9 p.m.); evening television newscasts usually need to have their film at the station by 3 p.m. to permit processing and editing. Local radio stations usually have 5-minute hourly newscasts supplemented by expanded newscasts at noon and in the early evening. With these basic deadlines in mind, you can see that a 9:30 a.m. news conference will give first coverage to radio stations and the afternoon newspaper. In contrast, a 2:30 p.m. news conference would give first coverage to television stations and the morning newspaper.

If you are located in a city that has both morning and evening papers, make it a practice to alter-

nate the times of your news conferences so that each paper has an opportunity for first coverage.

Most news conferences should be announced at least a week in advance. Clarke College usually mails a written announcement a week before the news conference. On the day before the event, we call each paper or station to remind them of the time, location, and subject of the conference. Our written announcement is sent on regular news service stationery under the heading: ATTENTION EDITORS AND NEWS DIRECTORS. The statement announcing a news conference should include the time, date, and location of the conference, its purpose, and the name of the person who will be the central figure.

The site of your news conference is important. The event should be held in a small room (free of background noises) that can comfortably accommodate all invited persons and such equipment as tape recorders and television cameras. The room should include a table, lectern, or podium from which your representative can speak and answer questions. The platform should include a place for recorders and microphones. The news conference room should also have electrical outlets for tape recorders and television lights. Try to choose a familiar campus building such as the student union or administration building. Also, be sure there is adequate parking space nearby.



Your publicity person should run the news conference from the sidelines. He should see that news media needs are met, begin the conference by introducing the speaker or guest, and end the conference after the media has finished questioning the speaker.

News conferences and written news releases are the conventional methods for providing the news media with information about your organization. These forms are especially effective in giving the media "hard" news stories, those that detail a specific event that will happen soon or happened recently. Many newspapers, radio, and television stations run feature stories. Features are generally less urgent and more entertaining than hard news



events. For example, the story might describe the operations of your organization and include background material about why it was started. Or, it might describe an unusual event or person related to your group. For example, Clarke recently developed a feature story about a 90-year old man in a rest home who plays the harmonica when Clarke students volunteers sing for the home's elderly residents. The feature will center on the old gentleman, but it will also mention Clarke's volunteers.

Ideally, the person your organization appoints to be responsible for media relations and publicity should become acquainted with area newspaper city editors and reporters, and radio and television news directors and staff.

Once your publicity officer knows media people on personal level, he will be able to suggest feature ideas to them.

At Clarke, we follow two guidelines:

1) We give straight news stories or announcements to all media in written news releases or press conferences.

2) We generally give feature stories to one or two of the media by means of a telephone news tip or suggestion. We do this because writers usually develop features in their own style. For example; many features about student volunteer groups lend themselves to the visual approach offered by television. These are called in to the station's news director or assignment editor. Occasionally, if a feature story has potential for state, regional, or national news wire coverage, we develop and write the feature and send it with a photo to the AP or UPI state bureau.



Feature stories or photographs offer student volunteer groups an excellent source of publicity. A big brother or sister with a little brother or sister flying a kite in March might offer photo opportunities for use locally or even nationally by way of the wire services. A college student taking time from a final exam to help tutor an elementary student might make an interesting feature story. Look around your group, you are bound to find several persons or events that might be developed into

feature stories that will help publicize your group and its purpose.

Suburban or area weekly newspapers offer excellent opportunities for publicity about student volunteer programs. Most major cities have one or more suburban papers that cover specific geographical sections of the city or county. If you have a project such as a cleanup or recycling drive or a tutoring program that affects the paper's circulation area, send the publication a copy of your news release. These papers often can give you more space for copy and photos than large daily news papers.

You will probably find that many of the small towns around have weekly newspapers. For example, there are more than 20 weekly papers within 70 miles of Dubuque, Iowa. At Clarke, we include these papers in releases about projects or programs that might be of interest to their readers. Many smaller papers also like to use short stories about area residents who are involved in your volunteer projects. An excellent way to recognize your current volunteers and at the same time attract new volunteers is to develop regular news releases and photos about them and mail these to their hometown newspapers.

News stories represent only one type of publicity about your organization. Another is public service and public affairs programming. Radio and television stations are regulated by the Federal Communications Commission (FCC), and Federal broadcasting license guidelines require public service programming. Each station, however, determines which organizations and which projects will receive this free publicity.

Radio stations devote more time to public service announcements than do television stations. Most radio stations provide three types of public service programming:

- Community bulletin board announcements of meetings
- Short recorded public service announcements
- Public affairs programs on specific issues.

Your student volunteer group may have material that could be used on any of these.

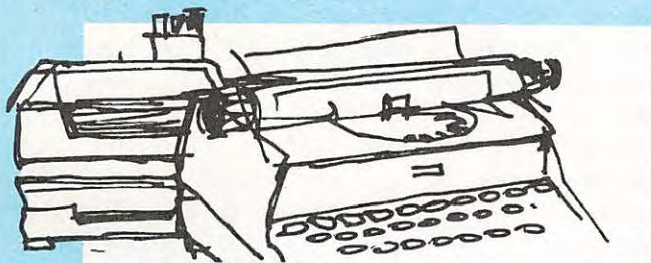
Before mailing public service items to a radio station, first call or visit the station's public service director. During this visit, determine what programs are available, what information is accepted for each, the deadlines of each program, and to whom announcements should be sent.

Community bulletin board announcements should be typed (doubled spaced) and mailed to



radio stations at least a week in advance of your meeting or function. Most stations will air these announcements several times on the day before and the day of the event.

Public service announcements (PSA's) should be reserved for major projects that involve a large segment of the community served by the radio station. For example, if you're sponsoring a major fund-raising event that features a big name speaker or entertainment, you may be able to develop an announcement that local radio stations will carry. If you're holding a regular recycling drive, a PSA may be used to announce the date, materials being collected, and location of the drive. Some stations may be willing to air announcements for your recruiting drives. For example, the Big Person organization of Dubuque has run public service announcements inviting people to volunteer as Big Brothers or Big Sisters.



Most radio stations use two types of public service announcements; written announcements that are read by a station announcer, and recorded announcements that are taped for later use on the air. Check with public service directors in your area to see which they prefer. Clarke uses both types of PSA's. We feel some events deserve special recorded PSA's, while others are simply written and mailed to the stations. At Clarke, we find it valuable to have members of our organization record the messages. This can be an advantage if the person recording is well known.

Most stations prefer that public service announcements be either 30 seconds or 60 seconds in length. Some stations prefer other lengths, but you can determine this when you visit the station's public service director. Roughly, four typewritten lines equals 15 seconds of air time. If you plan recorded PSA's, make prior arrangements with each station. You can record the PSA in a campus recording studio or at the station itself. Longer PSA's should be sent to the stations at least two weeks in advance of the date you want them to begin playing. Many stations will read or play these announcements for a week in advance of

special projects, or even for two weeks if they concern a recruiting drive.

Most radio stations sponsor public affairs programs on a regular weekly basis. These may be talk shows with invited guests, question and answer sessions with listener feedback, or special news programming on a specific issue or event. These programs usually are developed by the public service director or the news director.

Check with each radio station to determine the types of program and the subjects covered. Your group may be able to provide a guest for the local talk show or an issue for a question and answer program. You might give the news department suggestions for volunteer-oriented stories that could be developed into 15 to 30 minute programs.

Some radio stations conduct remote broadcasts from the locations of major events. Ask public affairs directors if their stations do this and what the requirements are for such programming. You may be able to hold an open house or other major events once a year that stations could cover via a remote broadcast. In general, this should be the type of event that encourages public participation and permits people to talk about the program with radio announcers.

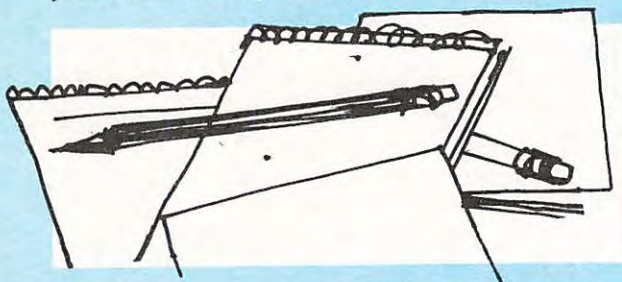
Television stations usually provide less public service time than radio stations. Their programming is generally limited to bulletin board, community announcements and public affairs programs. Once again, however, your organization's publicity office should visit stations' public service directors to determine what programs are available and how to gain access to them. Your organization will probably want to send written meeting or project announcements to television stations. Use the same announcements that you send radio stations. In addition, your group may have an expert for a local television talk show or an issue that could be discussed on the station's viewer feedback show.



Newspapers generally do not provide public service announcements other than short meeting notices, but you can use letters to the editor to good advantage. For example, a Clarke student



group recently raised more than \$1,000 for an ecumenical housing project for Dubuque elderly. The paper decided not to cover this as a news story, but it did print a letter to the editor from the director of the housing program, publicly thanking Clarke volunteers. Some newspapers may have special rates or other advertising programs for non-profit volunteer organizations. Check with the newspaper's public relations or promotions manager.



News stories, public service announcements, and letters to the editor represent ways of obtaining free publicity for your organization. However, you will have no control and little influence over the use of your information in the media. The only way an organization can guarantee use of information is to purchase advertising. Cost varies according to a newspaper's circulation or a station's audience. Some student volunteer groups may be able to afford advertising and use it in a general public relations program.

Determine who the advertisements are designed to reach and which of the media will reach the desired audience. The type of media and audience will also affect the wording of your message.

Because of the cost, most of your advertisements will probably be small. Good advertising copy is difficult to write. The message must be thorough but concise. If your group plans an advertising campaign, use all available resources. Most newspapers provide layout assistance and will help in developing copy. Radio and television stations provide production facilities as well as advertising people, writers, and editors.

Clarke recently decided to develop a television advertising campaign. An area television station took our ideas, wrote a script, spent a day taking film footage on the Clarke campus, and developed two 30-second and one 10-second commercials. The cost was \$235 for production plus the cost of time we purchased.

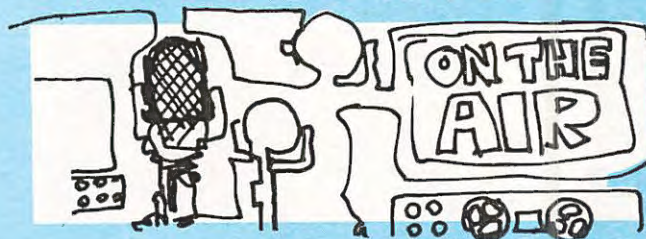
Other resources for developing advertising campaigns are probably available on your campus. Most larger colleges offer marketing courses with-

in their administrative sciences or business administration colleges. A professor of marketing may give you assistance or be able to assign your program as a class project. In addition, your college's public relations, public information, or university development office probably has a staff member trained in advertising. Ask him for assistance.

When considering advertising, remember that it may affect the amount of free publicity you receive. Most public service directors are unwilling to give free PSA's to a group running expensive ads in the local newspaper. Be honest. If you plan advertising, let the public service directors know about it. If you use advertising, spend some money, if possible, in each of the media.

Organizations trying to reach high school or college students will find that such media as fliers, posters, and bulletins often give the best results. Some students do not read newspapers or watch evening television news programs. Many do not read or trust the campus newspaper. The direct contact offered by media they encounter in their daily activities is most effective.

Posters and fliers should carry the same information as news releases. Most campuses offer resources for flier and poster production. Artists can silkscreen colorful posters that will attract attention if you give them the information and enough time to complete the job. Alternatively, you can ask an artist to design a poster and have it printed at a local shop. Poster prices vary depending on the type of reproduction, paper, number of colors used, and the number of copies ordered.



Fliers can be distributed by hand or pinned on bulletin boards. These can be reproduced cheaply or printed by a university printing plant. Failing that, "quickie-print" shops are often located close to larger campuses. If you provide these shops with camera-ready copy (that is, the flier designed and ready to be printed), you can get the finished fliers back in a day or even while you wait. To develop camera-ready copy, employ an artist to do the whole job, or use a mixture of press-on lettering (transfer letters which can be purchased at many art supply stores) and regular typewriting.



Modern offset printing methods allow student volunteer groups to create highly attractive posters without expensive preparation. In addition to press-on lettering for headlines, you can use reproductions from books and other publications that are no longer covered by copyrights. Most art supply stores carry publications of old woodcuts, engravings, or line drawings that you can use in your posters. Before you purchase these books, check with the college art department, print shop, or publications office for available material.

Remember that posters and fliers contribute to the pollution of your environment. As a good-will community relations program, assign a committee to remove your fliers and posters after the event.

Public announcements at college and community sporting events are another method of securing publicity. Many college athletic departments permit such announcements. To find out if your college or teams permit announcements, contact the sports information office. If it is permitted, that office can also provide you with announcement deadlines and specifications.

Community relations is a very special part of a total public relations program. Student volunteers must deal with two communities; the campus and the general public. The success of any volunteer effort depends on how these communities are reached; how they are made to see a volunteer effort in terms of individual acts or whole events representing volunteer commitments. This is the image of the volunteer organization, and it is the work of community relations to shape that image.

Well-handled publicity, in the sense of community relations, interprets and simplifies a volunteer experience, creating a positive awareness. It spurs student participation, and generates the good will of both communities served.

But community relations involves more than performance and publicity. You can plan specific programs or projects that will help develop and maintain good community relations.

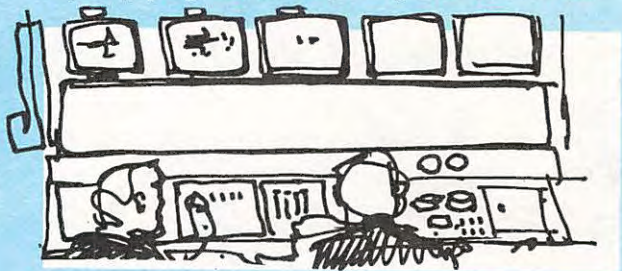
**FIRST**, develop a brochure or flier that describes your organization, its purposes, and requirements for membership.

**SECOND**, if your organization occupies student office space, hold a public open house. Invite students, faculty, administrators, and members of the community such as pastors, workers in volunteer-related agencies, and the general public. Encourage volunteers to discuss various aspects of the organization and its purposes. If feasible, include

demonstrations of the roles your group plays.

If you do not have office space, plan display booths for use in the student union or dining areas. Contact the promotion manager of a nearby shopping mall for public displays. Volunteers with brochures can be on hand to explain programs. Brochures should include brief, incisive descriptions and pictures of recent projects and a statement of commitments.

**THIRD**, try to plan one event a year that involves both students and the general public. These events can take the forms of paper recycling drives or even special projects somewhat unrelated to the group. Once you've decided on a project, make it a yearly program. Be sure the public is involved.



**FOURTH**, contact program chairmen of your community's civic organizations and student organizations. Many are trying to find new speakers or presentations for their monthly or weekly meetings. Encourage volunteers to lead discussions or give demonstrations. Check with groups such as Kiwanis, Jaycees, Rotary, Elks, Knights of Columbus, League of Women Voters, Welcome Wagon, and local churches.

**FIFTH**, contact local businessmen who mail monthly statements. Ask if you can place your organization's brochure in the next monthly billings. If a business mails a publication with its statement, ask if the organization will develop a short piece about your group for the next issue. Businesses to contact include the gas, electric, water, and telephone utilities, banks, and department stores.

Many businesses distribute a company magazine or newspaper to their own employees. Contact the firm's public relations department or the editors of the publications to see if they will include a feature story and photos of your organization in the next publication. Check your group's membership to see if any volunteers work part-time for the company or if their parents work at the company. This might encourage an editor to consider a story.

Finally, in order to develop better relations with



the campus community, try to get the student newspaper to develop a feature story about your group. Some groups have been successful in writing regular columns for the student newspaper. Ask your college alumni magazine or newspaper to publish your story.

There are a number of ways a public relations-minded leader can establish good morale among student volunteers:

- Develop programs and projects that involve and interest your members. People tend to support what they create, so encourage everyone to plan and develop projects.

- Develop a system of communicating information to the membership. This might include reports at meetings, notices on office bulletin boards, and perhaps a photocopied newsletter. A mailed newsletter is effective because, unlike a bulletin board, the member does not have to come to the office to get the message. One member of the public relations committee could be assigned to produce a monthly or bi-weekly newsletter. It should include brief descriptions of forthcoming programs, meetings, announcements, and opportunities for members to suggest new program ideas. Try to hold the newsletter to one page (front and back). Someone in the student activities or student government office might be induced to reproduce it.

- Keep business meetings short and interesting. Generally, students who volunteer do not want to spend a lot of time in business meetings. Plan it so each member feels it is important and worthwhile to attend.

- Recognize student volunteers. Send news releases to each volunteer's hometown newspaper. Plan an annual recognition dinner or picnic. Present awards, with announcements sent to the news media locally and in the person's hometown.

- Orient new members. They can become easily discouraged if they feel they are not accepted. Your orientation program might include a sponsor who assists the new member during the first few meetings or projects. Another possibility includes creating an audio/visual presentation about your group and its purposes. These shows are fairly easily produced and can be very effective. Check with the university's recording studio or educational television station to find someone who can help you put together a show that tells your story. If your college doesn't have either of these facilities, try contacting a local radio station.

A good slide show or film can be an effective tool in your community relations efforts. You can

use it when members of your organization visit local churches, volunteer agencies, or civic clubs. It could also be used in displays at malls, schools, businesses, or the student union.

As a student volunteer organization, your publicity committee should have little difficulty finding people willing to provide ideas and assistance in your public relations program. Professional college public relations efforts range from one-man offices to large, diversified organizations. Any college news service staff will be more than willing to help a volunteer organization publicize its activities. Volunteerism presents a positive image and can be a vital bond between campus and community. The public relations professional can help develop and package features, news stories, and photos for local, state, and regional media outlets; draft speeches and presentations; book speakers; arrange for displays, and write guidelines for good effective publicity campaigns.

A school of journalism or communications is another source of on-campus assistance. Many colleges offer courses or full programs in journalism and public relations. If your school has such a program, ask the faculty for assistance. Other departments such as art, radio, and marketing may include persons willing to assist your group. If your college includes a sequence of courses in public relations, it may also have a student group called the Public Relations Student Society of America (PRSSA). If so, members of these clubs may be willing to take on your publicity program as a project.

You can also seek off-campus assistance. If you're lucky, as we are in Dubuque, the public service directors of local radio stations will be more than willing to help you with radio publicity. Dubuque's two stations assist non-profit organizations by producing public service announcements. One public service director even helps these groups create audio visual shows.

Your public relations program does not end when you sit back and watch publicity about your organization. Effective long-range public relations programs require evaluation. Each separate effort at publicity and public relations should be carefully evaluated to determine the strengths and weaknesses of your plan. Compile a report and file it so that next year's publicity committee can review what you planned, what you initiated, and your evaluation of the efforts. If you undertake a critical analysis of your efforts, your public relations program will continue to improve.