

# HOME & COUNTRY



## Effective Public Relations:

# Promoting a Positive Image

One-day workshops entitled "Effective Public Relations" were held last September in Frankford in the Eastern Region, Belmore in the Western Region and Mount Brydges in the Southern Region. The total attendance at the three workshops was 255.

The aim of the workshops was to help PROs believe in what they were doing and take a more positive approach to promoting the work of the WI, in effect, build up a network of communication.

Cora Whittington, of Whittington & Associates, spoke at the Eastern workshop about the importance of attitude and communication. Les Cook, from *The Blyth Citizen*, spoke on the value of advertising at the Western workshop. And Ross Daily, CFPL television broadcaster, spoke at the Southern workshop about news releases and contacting the media.

Mary Janes, the provincial Public Relations Officer, spoke about promoting all aspects of the WI. It is a social and support network; members can act as role models; it is about personal development and working with the community. She said, "You need to let the community know what we are doing, as well as communicating within the Women's Institute."

She presented the newly compiled *Effective Public Relations Manual* to each of the PROs. The manual provides information



Rosemary Moran - FWIO Board Director for Subdivision 6, Mary Macfarlane - PRO, Trent Valley Area, and Mary Janes, FWIO PRO, ran a very successful Effective Public Relations Workshop for participants (pictured above) at the Lions Hall in Frankford, Ontario.

for working with the media, designing displays, writing a variety of letters, as well as many other useful resources. Each workshop ended with a brainstorming session to take ideas back to the Districts and to the provincial level.

Evaluations indicated that Public Relations Officers gained confidence in their ability to do public relations work and developed enthusiasm for WI in general. They gained a knowledge of the value of recording volunteer hours. They also learned about all the promotional material available from the Provincial Office and how they could make use of it to promote WI. The *Effective Public Relations Manual* and the contents of the presentation folders were well received.

Mary Janes, FWIO Public Relations Officer, extends many thanks to all who were involved in the planning of the regional workshops.

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