

12th Annual OWI Conference May 5/60

From Public Relations Conference

## What is Public Relations

1. a person who spreads goodwill
2. a press agent for your Institute
3. a liaison officer between W.I. and other organizations.

## What do we have to Relate

1. Encourage 4H Clubs
2. Encourage better homemaking practises.
3. Discover and stimulate leadership
4. Is a unique organization in that it is non religious, non sectarian, non racial.

## Duties of P.R.O.

1. Must be a member
2. Must be interested in people and writing
3. Must be diplomatic { tactful  
talented person
4. Must be active in her community
5. A Public Relations Officer is a non-voting member of the executive { helps with  
the planning
6. All letters from FWIO and Department of agriculture must be read in full