

Purpose:

The purpose of the State Public Relations Committee is to promote and report the activities and work of the Indiana Retired Teachers Association and county RTAs through communication with local chapters, active teachers, legislators, local communities, and the media.

Who is the Public Relations Committee?



You Are!

Guidelines for Newsletter Publication:

- Includes RTA name (banner)
- Includes contact information of state and local officers and committee chairs
- Has a separate calendar of events
- Includes minutes of last meeting, treasurers' report, and committee reports
- Notes community service and/or personal achievements
- Has overall good appearance



Mail submissions to State Public Relations Chair Betty Bourquein, 331 Abby Lane, Batesville, IN 47006, bourquein@etczone.com, 812-934-4454, by March 1.

Guidelines for Press Releases:



- Includes at least two published submissions to the State Public Relations Committee
- Has been generated by the local RTA or is a feature article from the newspaper staff
- Must include the words "retired teacher(s)" in the article
- Includes information about a group project or an accomplishment by an RTA member
- Mentions local RTA's name and contact information; mentions affiliation with the Indiana Retired Teachers Association
- Includes a photo

Guidelines for Websites:

- Links to www.retiredteachers.org
- Is website; is not a blog
- Is not all on one page; contains active links
- Includes contact information through website
- Has calendar of events
- Includes up-to-date news
- Shows date of last revision
- Includes community service/personal achievement stories
- Includes legislative updates
- Has good overall appearance

