

## WISCONSIN ALA PR CHATS – OPEN TO ALL UNITS AND MEMBERS

Your Public Relations Committee is offering monthly opportunities for units to discuss and share their questions, frustrations, and successes with PR efforts in their community.

On November 29 we hosted the first of our “PR Chats” on Zoom. The attendees unanimously agreed that the chat session was worthwhile and useful for all units. We will host PR Chats the last week of each month from January to June, with each chat having a special topic. Sessions will run from 6:30 to 8:30, but you can drop into the session any time and stay as long as you want. It is now a class – it is a discussion and sharing of ideas based on the topic of the evening,

Jan 31 – PR Tools – What tools (paper, electronic, and personal) are available, and what are the appropriate audiences and uses of each method?

Feb 28 – Internal PR – What PR methods can help you better communicate with your own members, keep them informed, and hopefully inspire some of them to become more engaged.

Mar 27 – External PR – What PR methods best match your Unit’s situation to communicate with your community, publicize events, and better relate to those community members who know very little about your Unit?

Apr 24 – Local Media – How can you most effectively reach out to local media outlets and create a relationship that would build their interest in your mission and activities?

May 29 – Social Media – How can you best use your current social media, start a social media program, or expand to other types of social media?

Jun 26 – Community Involvement and Visibility – How can you effectively create a visible presence in your community, providing more personal contact with community members, other organizations, and potential ALA members for you?

Hopefully this series of Chats will build a foundation of knowledge and idea sharing that will reap benefits into the future. Chats will be advertised using all the available tools, and District Presidents will be given the Zoom links for each Chat.

Your PR Committee is Bob Shappell ([bobshap@aol.com](mailto:bobshap@aol.com)), Debi Stuvengen ([dartmat7@hotmail.com](mailto:dartmat7@hotmail.com)), and Crystal Shaw [crystalspres@gmail.com](mailto:crystalspres@gmail.com)

The link for January’s session is

<https://us02web.zoom.us/j/84804629555?pwd=OEZoRnFCMjVsenQxc1VYMVRWZW9Vdz09>

This info will be passed down through District Presidents and The Department. Please pass the word. Feel free to contact anyone on the committee for more info.