

CATEGORY G

SUBJECT:

PUBLIC RELATIONS

OBJECTIVE(S)

To develop a general knowledge of public relations and how its effectiveness impacts on the image of St. John Ambulance and other organizations.

PREREQUISITES

Qualified in Public Speaking Proficiency, or Journalism Proficiency or have qualifications equivalent to those from another recognized group or organization.

INSTRUCTORS/EVALUATORS

- Public Relations Officers
- Director of Marketing, Provincial/Territorial Council
- Director of Volunteer Services, Provincial/Territorial Council
- Local newspaper/TV/Radio personnel

REFERENCES AND MATERIALS

- St. John Ambulance *Communications Manual* available through your Provincial/Territorial Council.
- See attached Guidelines for Instructors/Evaluators
- Books on Public Relations
- Internet

CONTENT

The candidate must demonstrate to the Instructor's/Evaluator's satisfaction, an ability and knowledge in the following:

1. *Plan a special event*
 - Prepare a special event checklist
 - Prepare a special event scenario
 - Follow-up
2. *Prepare a media relations campaign*
 - Prepare a Media Contact List
 - Prepare and distribute media material (a media advisory, a news/press release, advertisement or public service announcement)
 - Make follow-up media calls for event
3. *Write a speech for presentation to a local community group*
 - Conduct an on-camera interview/presentation to peers using a home video
 - camera

4. *Develop a display on St. John Ambulance for a local mall*
 - Participate in at least two mall displays or information booths
5. *Produce a features and benefits brochure or ad for St. John Ambulance*
(Understanding of the Corporate Graphic Standards Manual is required)

DURATION

As required.

CERTIFICATION

As per above-mentioned content description.

CATEGORY G - COMMUNICATIONS

CERTIFICATION OF SUCCESSFUL COMPLETION OF PROFICIENCY SUBJECT

PUBLIC RELATIONS

Instructors/Evaluators should carefully consider the age, ability and accessibility to resource materials of each candidate.

The candidate has completed the above content and meets the requirements to the satisfaction of the Instructor/Evaluator.

Name of Instructor/Evaluator: _____

Agency: _____

Address: _____ Tel #: _____

Instructor qualifications: _____

I certify that

_____ of _____
(candidate's name) (Division #)

meets the criteria of this proficiency subject, as laid out on the previous page(s).

Instructor/Evaluator (signature) Date

Divisional Superintendent (signature) Date

GUIDELINES FOR INSTRUCTORS/EVALUATORSDISPLAYS

A St. John display could be set up almost anywhere. Keep a look out for suitable sites. Approach schools, hospitals, offices, training sites, organizers of local events, and exhibitions.

Research:

- the location (lighting, space, security)
- the potential audience (what aspect of St. John would most be of interest to them)
- the type of display (manned, videos, demonstrations)

Visual impact is important. The display needs to be clear and succinct. The message to put across is that St. John is a charitable organization, is important to the community, has much to offer everyone and needs active support.

MAKING A PRESENTATION

Good speakers are not born with this skill, proficiency is gained through confidence, practice and good thorough preparation.

Research:

- about the group you will be addressing
- why you have been asked to speak
- what the audience wants to learn
- how many people are expected
- the type of audience (age, existing knowledge about St. John Ambulance)
- how long you will be expected to speak (will there be a question session at the end)
- the type of meeting it will be
- if there are any other speakers
- what equipment will be available

Get your facts about St. John Ambulance.

Don't mislead your audience through vague answers; be honest if you don't know an answer and offer to find out for them.

RADIO AND TELEVISION INTERVIEWS

Always try to plan exactly what message you want to get across during the interview and prepare some key points, information and facts that represent St. John Ambulance accurately. Always check the truth and validity of what you are intending to say. Remember that you are representing St. John Ambulance and as such your personal views should not enter the interview.

Research:

- who is the interviewer?
- what format does the program generally take?
- how long will the interview take?
- are there any other guests?
- is the interview live or pre-recorded?
- check the dress requirements - if it is a television program, ensure that your uniform be clearly recognized as being St. John Ambulance.

Be calm and professional

Never lose your temper, raise your voice or thump the table

Remember that your actions reflect on St. John.

Remember you are getting the message across in everything you do and everything you say.

THE PRESS RELEASE

Local events make good press.

The most common way of informing the media about an event is through a press release.

This is a written statement which should contain only the essential information plus details of who to contact if more information is required.

A press release should concentrate on the facts and avoid giving personal opinions and feelings - unless they are direct quotes from someone who was involved in the incident.

- avoid jargon
- avoid long words
- always give precise dates and times

The first paragraph of the press release should answer the questions:

WHO? WHAT? WHERE? WHEN? HOW?

The next paragraphs should give the background information but should not repeat what has already been said. Follow up your press release with a short telephone call to check if further information is required.

THE PHOTOGRAPH

Photographs can be an excellent way of publicizing and promoting the work of St. John, but the photograph needs to say what you want it to say.

1. *Check your equipment before you start.*
 - film in camera
 - batteries working
 - lens cap off
 - settings and flash relate to film speed and light meter readings (for manual camera)

2. *Blinking is a fact of life*
 - take several pictures of each action/person

3. *Set up flashes of brilliance*
 - direct the light toward your subject
 - direct flash toward white, low ceilings to bounce light

4. *Action shots are most effective*
 - take pictures of your subjects on the job, doing what they do best

5. *Document the moment*
 - write down the names of the people in the shot and relevant details about the event on a separate sheet of paper