

# Meet Your Public Relations and Media Committee Chair



## Heather W. Green

Gunter Mountain Chapter

Grant, Alabama

Heather currently serves as Vice Regent of the Gunter Mountain Chapter, NSDAR, in Grant.

She is the Executive Director of Kate Duncan Smith DAR School, and is a 1992 graduate of the school. She holds a Bachelor's degree in Public Relations from Auburn University.

Heather has been married to Eric, an electrical engineer she met while attending Auburn, for 23 years. They have one son, Aiden, who enters Auburn as a Freshman this Fall.

# Public Relations and Media PURPOSE

One of the most important initiatives of the VanBuren Administration is “shining” a light on DAR in order to increase public appreciation for who we are and what we do. Sharing the good works of our Society is key to engaging current members and attracting new members. Every media release, news story and social media post helps to answer the question, “What does DAR do?” and invites community members to share in our mission of historic preservation, education and patriotism.

**The Public Relations and Media Committee members work to support Daughters in sharing your story with the public and with each other.**

# Public Relations and Media PURPOSE

## Engaging Current Members

Communication is key to the success of every organization, and in today's world it's easier than ever. With Daughters' busy lives taking us in many directions, it's critical to engage our members and invite active participation.

Consider the following:

- Members Only Websites to share chapter meeting minutes, agendas, photos, etc.

# Public Relations and Media PURPOSE

## Engaging Current Members *(continued)*

- Closed Social Media Pages for chapter members to share events, happenings, photos, and the like.
- Chapter Newsletters to circulate electronically or print
- Skype/Facetime or the recording of chapter meetings to share with those members who can't attend
- Telephone trees are an effective means of communication to keep those members who are less computer savvy connected to the life of your chapter.

# Public Relations and Media

## PURPOSE

### Promoting DAR to the Public

Does your community know the good works of your chapter? Are you sharing your community service projects, chapter programs, events, and award presentations with the media? Local media outlets are grateful for well-written media releases (especially with high quality photos!) that can be run in the paper. Writing a media release is easy and can be emailed in a matter of minutes. Let us help you share your work through:

- Media Releases to local media outlets

# Public Relations and Media

## PURPOSE

### Promoting DAR to the Public *(continued)*

- Public Social Media Pages (Facebook, Instagram, Twitter) to share events, photos, and other news
- Chapter Brochure to disseminate in the community

# Public Relations and Media GOALS

- **100% Chapter completion of the Public Relations and Media section of the Chapter Master Report.**

EVERY CHAPTER IN ALABAMA engages in public relations activities. When you email or call your members to remind them of meetings, that is public relations. When you speak with friends about joining the DAR, that is public relations.

***Please report your chapter's activities on the CMR!***

# Public Relations and Media RESOURCES

- Visit the committee website (<http://members.dar.org/committees/pr>) for helpful resources including media release templates, downloadable DAR logos and graphics, PowerPoint presentations and Webinar and media release forms.
- The DAR Store (<https://www.dar.org/dar-shopping/dar-online-store>) is another resource with banners, brochures and videos for use in your public relations journey.
- Contact your state chair!



# Public Relations and Media AWARDS

**1. Chapter Public Relations Awards:** Chapters achieving outstanding media coverage and/or producing exceptional internal communications such as newsletters and brochures may be recognized for their accomplishments with certificates of merit from this National Chair.

Please report proof of your media awards on the annual Chapter Master Report.

Send examples of your efforts to your State Chair.

# Public Relations and Media AWARDS

**2. Local Media Awards:** Advance greater awareness of your chapter's work and DAR's mission by recognizing a local member of the radio, TV, film, or print industry for outstanding work that promotes historic preservation, education, or patriotism.

There is no approval process required for these awards which can also serve as another tool for promoting your chapter's presence within your community.

Daughters are reminded that this award, like all DAR activities, should always be non-political in nature.

# Public Relations and Media AWARDS

**3. National Award:** Chapters are encouraged to nominate an individual or program for outstanding film, radio, or television work that highlights historic preservation, education, or patriotism on a national scale. The National Society's Media and Entertainment Award will be presented at Continental Congress.

Nominations are due by December 31.

Additional information can be found on the committee's webpages.

# Public Relations and Media

## CONTACT THE CHAIR

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