

Public Relations Annual Report
2022-2023

The Public Relations position had previously been vacant. Since it is very difficult to have news printed in a local paper, attempts were made to provide different ways to publicize information. Member efforts included:

- Sending news releases to smaller, localized newspapers
- Continuing to utilize the AAUW Facebook page
- Printing and distributing rack cards with AAUW information and contacts, including creating a QR code
- Developing tabling kits and participating in local community events
- Asking members to talk about AAUW events and activities and requesting that they use their social media to notify their friend networks
- Sharing program information with other AAUW-NYS branches
- Meeting with members of other community organizations to seek ways to collaborate on joint mission projects

The most effective method seemed to be working with local contacts. Since our members are involved in many community organizations, a future goal is to involve more members in reaching out to diverse audiences.

Betty Harrel
Public Relations Chair