



20073-292-042

THE PUBLIC RELATIONS INSTITUTE OF NEW ZEALAND

10th September 1987

Dear Friend,

I couldn't believe it! It was the most exciting project our Organisation had been involved in. Everyone agreed that it would make the front page of the Herald and probably be picked-up by 'Top-Half'. And what happened? It didn't even merit half a paragraph in the suburbans.

Sound familiar? It certainly did to me when I heard the story. In fact after talking to a number of people in Voluntary Organisations it's an all too familiar happening.

So what can you do to make sure your Organisation gets its fair share of publicity for up-coming projects and events?

One of the most effective ways would be to attend the one day seminar 'How to get your message across' being organised by the Auckland Branch of the Public Relations Institute on Wednesday October 21st -8.30 a.m. - 5.30p.m. at the Employers Association 157-161 Khyber Pass Rd, Grafton.

During the seminar you will discover the five golden rules to follow that ensure a good news story.

You will find out how to write a Press Release that ends up in print rather than the news editors rubbish bin.

And of equal importance you will hear from the man whom Anne Hercus has described as 'the best lobbyist in New Zealand' JB Munro who will tell you how to squeeze dollars out of government and local bodies.

So if you want to see your organisation get its fair share of publicity from the media and attract the charity dollar fill in the form below and enclose it with your \$50.00 which includes lunch to :

Community Seminar
PO Box 5403
Wellesley Street
Auckland

I look forward to seeing you there.

Yours sincerely,

Leonie Hall
Chairperson

Auckland Branch Public Relation Institute

HOW TO GET YOUR MESSAGE ACROSS

Seminar Programme

8.30a.m. - 9.00a.m.	Registration
9.00a.m. - 9.15a.m.	Leonie Hall PRINZ Auckland Branch Chairman opens the seminar
9.15a.m. - 10.00a.m.	How to plan and implement a P.R. Programme for your Organisation <u>Presenter</u> : Mr Rob Crabtree Public Relations Consultant
10.05a.m. - 10.45a.m.	<u>Lobbying</u> - Government and Local bodies <u>Presenter</u> : J B Munro Executive Director Intellectually Handicapped Society (IHC)
10.45a.m. - 11.00a.m.	Morning Tea
11.00a.m. - 11.45a.m.	Making use of Newspapers <u>Presenter</u> : Armin Lindenberg Journalist & P.R. Consultant
11.45a.m. - 12.30p.m.	Guide to attracting Television Interest* <u>Presenter</u> : Peter Gill T.V. Executive
12.30p.m. - 1.00p.m.	Lunch
1.00p.m. - 1.45p.m.	Using the Radio <u>Presenter</u> : Bill Mudgeway 'Radio I in the Sky'
1.45p.m. - 3.00p.m.	The uses of photography in P.R. <u>Presenter</u> : Robin Bailey Illustrations Editor Auckland Star
3.00p.m. - 3.15p.m.	Afternoon Tea
3.15p.m. - 4.00p.m.	Fund Raising for non-commercial groups <u>Presenter</u> : Mary Small Fundraising Consultant

4.00p.m. - 5.15p.m.

How to prepare and write a Press Release
for print and electronic media

Presenter : Ian Inkster
Public Relations Consultant

5.15p.m. - 5.30p.m.

Conclusion Joseph Peart National President
PRINZ

5.30p.m. - 6.00p.m.

Refreshments

Yes I/We will be attending the Community Seminar 'Getting your message Across' on Wednesday October 21st 8.30a.m. - 5.30p.m. at the Employers Association 157-161 Khyber Pass Rd, Grafton.

I enclose \$ _____ for _____ person/people to attend.

Post to Community Seminar P.O. Box 5403, Wellesley Street, Auckland.

Name _____

Organisation _____

Address _____

Telephone Number _____