THROUGH THE

SECOND VICE-PRESIDENT/ PUBLIC RELATIONS COMMITTEE

RESOURCE GUIDE

2016-2017

All forms in this guide are available online www.trta.org.

LOCAL UNIT SECOND VICE-PRESIDENT MONTH TO MONTH REMINDERS

July
- Provide the district second vice-president local unit names and contact information for the Children's Book Project, webpage, programs and publicity.
- Make a plan and choose a committee for the Children's Book Project, webpage and publicity.
- Work with technology contact to maintain and update the webpage, newsletters and social media.

August
- Make a plan for publicity of local unit events and participation in state and district events.
- Respond to monthly contact from district second vice-president.
- Continue to collect books and update webpage.

September/October
- Communicate to local unit membership the plan for the Children's Book Project and develop enthusiasm for the project.
- Attend the district fall convention.
- Promote promotional items to local unit.
- Respond to monthly contact from district second vice-president.
- Promote or work with the technology contact to maintain and update the webpage, newsletters and social media.

November
- Work with technology contact to maintain and update the webpage, newsletters and social media.
- Take pictures and publicize events.
- Order book plates, if needed, and continue to collect and distribute books.
- Respond to monthly contact from district second vice-president.
- Communicate with your district second vice-president or public relations committee chairman.

December
- Complete distribution of books and publicize events with media outlets, webpage, and social media.
- Respond to monthly contact from district second vice-president.

January
- Respond to monthly contact from district second vice-president.
- Start compiling books for the new year.

February
- Compile book totals and submit report totals to district second vice-president by February 15.
- Continue the ongoing Children's Book Project plan and update webpage.
- Respond to monthly contact from district second vice-president.

March
- Announce district and local unit book totals.
- Finalize plans to attend the annual convention and the second vice-president training session.
- Respond to monthly contact from district second vice-president.

April
- Attend the annual convention and participate in the second vice-president training session.
- Plan to attend the spring leadership conference.
- Respond to monthly contact from district second vice-president.
- Continue to work with technology contact to maintain and update the webpage, newsletters and social media.

May
- Attend the spring leadership conference and the second vice-president training session.
- Continue the ongoing Children's Book Project plan, update the webpage, newsletters and social media.
- Respond to monthly contact from district second vice-president.

The following documents and forms are available at www.trta.org/publicrelations:
- District and Local Unit Second VP Monthly Reminders
- The Children's Book Project Guidelines and Forms
- Creative Uses for TRTA Lapel Pins and Order Form
- Local Unit Meeting Programs and TRTA Style Guide
- Building Media Relationships
- Tips for Successful Newspaper Style Writing
- Calling in to a Talk Radio Program
- Writing Letters to the Editor of your Local Newspaper
- Effective Utilization of Print Media
- Sample Letter to Editor on Protecting the TRS–Care
- Press release samples of the Children's Book Project, Community Volunteer Service, Student Award Scholarships, District Spring Leadership Conference, and District Fall Convention
- District and Local Unit content managers video tutorial

TRTA SECOND VICE-PRESIDENT/ PUBLIC RELATIONS COMMITTEE CHAIRMAN

Hearts of Texas

TRTA PROUD

LET'S ALL PROMOTE THE HEARTS OF TRTA

AT THE 2016 ANNUAL TRTA CONVENTION

April 10-12, 2016
Westin Hotel at the Galleria
Houston, Texas

CHILDREN'S BOOK PROJECT

The Children's Book Project is a service activity initiated by local units of the TRTA. The purpose is to put books into the hands of children who otherwise would not have books of their own. The guidelines for the Children's Book Project involves using membership donations, money from fundraising efforts, or contributions from local businesses to purchase books. Another option is the Student to Student Book Project whereby an older group of selected students gives books to a younger group of children. Determine which group(s) of children are to be targeted which might include schools, shelters, or Head Start program. Books may also be given to children who visit community clinics, receive toys from toy drives or food from food banks, or who are in juvenile justice centers, etc. Contact the appropriate person for permission to distribute books and determine delivery date. Order book plates for the number of books collected for the project from the TRTA office to be placed inside the books. Place book plates in the books noting the local unit. Present books personally to the group of students or entity.

District Second Vice–Presidents duties:

1. Preside at district meetings in the absence of, or at the request of, the district president and first vice–president.
2. Serve as chairman of the district public relations committee and appoint its members.
3. Serve as district Children's Book Project coordinator.
4. Distribute TRTA public relations materials to local units.
5. Perform other duties to fulfill the objectives of TRTA.
6. Respond to the monthly contact from the assigned state public relations committee member via email.
7. Contact all local second vice–presidents monthly via email.
8. Serve as presenter to train local unit second vice–presidents/public relations at the District Spring Leadership Conference.
9. Along with the public relations committee chairman, promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.
10. Attend the TRTA Convention second vice–president/public relations training session.

(6-10 are suggested duties)

District Public Relations Committee Chairmen suggested duties:

1. Send information received from the TRTA Public Relations Chairman to the local unit public relations committee chairmen in the district.
2. Prepare press releases covering district and TRTA events.
3. Promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.
4. Serve as presenter of the local unit second vice–president/public relations training at the district spring leadership conference.
5. Promote and coordinate the Children's Book Project including the collection of local unit report forms and sending the district count results to the state committee representative by March 1.
6. Attend the TRTA Convention second vice-president training session.

Local Unit Second Vice–Presidents duties:

1. Preside at local unit meetings in the absence of, or at the request of, the local unit president and the first vice–president.
2. Serve as chairman of the public relations committee for the local unit and appoint its members.
3. Promote the Children's Book Project and serve as coordinator or work with the assigned Children's Book Project coordinator.
4. Promote local unit public relations and publicity.
5. Perform other such duties as necessary to fulfill the objectives of TRTA.
6. Respond to the monthly contact from the district second vice–president via email.
7. Attend the local unit second vice–president/public relations training sessions at the District Spring Leadership Conference.
8. Along with the public relations committee chairman, promote or work with the technology contact to maintain webpage, newsletters and social media.
9. Attend the TRTA Convention second vice–president/public relations training session.

(6-9 are suggested duties)

Local Unit Public Relations Committee Chairmen suggested duties:

1. Publicize TRTA state, district, and local unit activities and projects to the general public, all active and retired school employees, and elected officials.
2. Promote TRTA and its accomplishments in the local community.
3. Promote effective media coverage of meetings and activities.
4. Establish working relationships with the local press and media through personal visits and/or contacts.
5. Coordinate the publication of timely newsletters and promote or work with the technology contact to maintain webpage, newsletters and social media.
6. Promote the TRTA website including the "Inside Line."
7. Promote, coordinate or work with the Children's Book Project chairman and submit local unit count to the district second vice–president by February 15.
8. Attend the local unit second vice–president/public relations training session at the district spring leadership conference.
9. Attend the TRTA Convention second vice–president/public relations training session.

WE ARE THE MESSENGERS OF TRTA! LOCAL UNITS ARE THE HEART OF TRTA!

The TRTA Public Relations Committee shall promote and publicize TRTA state, district and local unit activities to the general public, all active and retired educational employees and elected officials. The committee shall promote the use of district and local webpages, newsletters, and coordinate the Children's Book Project. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA.

SECOND VICE–PRESIDENT/ PUBLIC RELATIONS COMMITTEE CHAIRMAN RESOURCE GUIDE

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The following documents and forms are available online at www.trta.org/publicrelations.

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- The Children's Book Project Guidelines and Forms
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- Local Unit Meeting Programs
- TRTA Style Guide
- Building Media Relationships
- Tips for Successful Newspaper Style Writing
- Calling in to a Talk Radio Program
- Writing Letters to the Editor of your Local Newspaper
- Effective Utilization of Print Media
- Sample Letter to the Editor on Protecting the TRS–Care Health Insurance Program
- Sample Press Release on the Children's Book Project
- Sample Letter on Community Volunteer Service, Student Award Scholarships, District Spring Leadership Conference, and Sample Letter on District Fall Convention
- District and Local Unit content managers introductory video tutorial to create and maintain your webpages

Second Vice–President

Duties

The TRTA State Second Vice–President shall:

1. Preside at appropriate TRTA meetings in the absence of both the president and first vice–president, or at the request of the president;
2. Serve as the chairman of the Public Relations Committee;
3. Coordinate the Children's Book Project;
4. Promote TRTA public relations and publicity, and collaborate with other committees and officers;
5. Serve as a public relations resource to assist districts and local units;
6. Perform other assigned duties to fulfill the objectives of TRTA.

*7. Serve as presenter to train district and local unit second vice–presidents/public relations at the TRTA Convention.

The TRTA District Second Vice–Presidents shall:

1. Preside at district meetings in the absence of, or at the request of, the district president and first vice–president;
2. Serve as chairman of the district public relations committee and appoint its members;
3. Serve as district Children's Book Project coordinator;
4. Distribute TRTA public relations materials to local units; and
5. Perform other duties to fulfill the objectives of TRTA.

*6. Respond to the monthly contact from the assigned state public relations committee member via email.

*7. Contact all local unit second vice–presidents monthly via email.

*8. Serve as presenter to train local unit second vice–presidents/public relations at the District Spring Leadership Conference.

*9 Along with the public relations committee chairman, promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.

*10. Attend the TRTA Convention second vice–president/public relations training session.

The TRTA Local Unit Second Vice–Presidents shall:

1. Preside at local unit meetings in the absence of, or at the request of, the local unit president and the first vice–president;
2. Serve as chairman of the public relations committee for the local unit and appoint its members;
3. Promote the Children's Book Project and serve as coordinator or work with the assigned Children's Book Project coordinator;
4. Promote local unit public relations and publicity; and
5. Perform other such duties as necessary to fulfill the objectives of TRTA.

*6. Respond to the monthly contact from the district second vice–president via email.

*7. Attend the local unit second vice–president/public relations training sessions at the District Spring Leadership Conference.

*8 Along with the public relations committee chairman, promote or work with the technology contact to maintain local unit webpage, newsletters and social media.

*9. Attend the TRTA Convention second vice–president/public relations training session.

*Not policy, suggested

Public Relations Committee

Policy: The TRTA Public Relations Committee shall promote and publicize TRTA state, district and local unit activities to the general public, all active and retired educational employees and elected officials. The committee shall promote the use of district and local unit web pages, newsletters, and coordinate the Children's Book Project. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA.

Duties

The TRTA State Public Relations Committee Chairman duties:

*1. Direct TRTA state public relations committee members to disseminate information to the district second vice–president/public relations chairmen on a regular basis.

*2. Coordinate the Children's Book Project.

*3. Promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.

*4. Work with TRTA staff to prepare sample news releases for districts to use for their fall conventions and spring leadership training conferences.

*5. Serve as presenter to train district and local unit second vice–presidents/public relations at the TRTA Convention.

The TRTA District Public Relations Committee Chairmen duties:

*1. Send information received from the TRTA Public Relations Chairman to the local unit public relations committee chairmen in the district.

*2. Prepare press releases covering district and TRTA events.

*3. Promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.

*4. Serve as presenter of the local unit second vice–president/public relations training at the district spring leadership conference.

*5. Promote and coordinate the Children's Book Project including the collection of local unit report forms and sending the district count results to the state committee representative by March 1.

*6. Attend the TRTA Convention second vice–presidents/public relations training session.

The TRTA Local Unit Public Relations Committee Chairmen duties:

*1. Publicize TRTA state, district, and local unit activities and projects to the general public, all active and retired school employees, and elected officials.

*2. Promote TRTA and its accomplishments in the local community.

*3. Promote effective media coverage of meetings and activities.

*4. Establish working relationships with the local press and media through personal visits and/or contacts.

*5. Coordinate the publication of timely newsletters and promote or work with the technology contact to maintain local unit webpage, newsletters and social media.

*6 Promote the TRTA website including the "Inside Line."

*7. Promote, coordinate or work with the Children's Book Project chairman and submit local unit count to the district second vice–president by February 15.

*8. Attend the local unit second vice–president/public relations training session at the district spring leadership conference.

*9. Attend the TRTA Convention second vice–president/public relations training session.

* Not policy, suggested

District Second Vice-President Month to Month Reminders

July

- Establish contact with each local unit second vice-president and verify that contact information is current.
- Determine person responsible in each local unit for the Children's Book Project (page 5*), webpage (page 10*), programs and publicity.

August

- **ESTABLISH AND MAINTAIN CONTACT WITH YOUR ASSIGNED STATE COMMITTEE REPRESENTATIVE.**
- Verify that your contact information is current.
- Continue to make monthly contact with local unit second vice-president.
- Plan a publicity campaign for district fall convention.

September/October

- Renew enthusiasm with local unit second vice-presidents and create unique themes or other means to promote the Children's Book Project (page 5*).
- Assist the district president as needed in planning and executing the district fall convention.
- Announce and promote the use of the lapel pins, banners (page 9*) and other public relations items available.
- Meet your local unit second vice-president at the district fall convention.

November

- Monitor local unit webpages and check for updated content and appeal.
- Contact local units which do not have web pages and offer assistance. See page 10* for webpage instructions on how to get started.
- Remind local unit second vice-presidents to order book plates (page 6*).
- Monthly contact with local unit second vice–presidents with focus on webpages and books distribution.

December

- Communicate with the local unit book chairmen/second vice-presidents to complete the collection and distribution of books.

January

- Check the progress of the Children's Book Project and district web pages.

February

- Compile district book report totals from the local unit by February 15.
- Submit the final district book report to the assigned state public relations committee representative by March 1 (page 8*).
- Assist with the publicity for any district retirement education event.

March

- Make monthly contact and thank local units for reporting book totals.
- Communicate with local units the final book total and thank local units for reporting.
- Finalize plans to attend the annual convention and attend the second vice-president training session.
- Plan with your district president to assist setting up and updating local unit webpages.
- Identify newly elected local unit second vice–presidents and verify contact information to attend the spring leadership conference.
- Encourage new local second vice–presidents to attend the spring leadership conference.

April

- Attend the annual convention and the second vice-president training session.
- Plan your second vice-president training session for the spring leadership conference.
- Contact local unit second vice-presidents to attend the spring leadership conference.

May

- Attend the spring leadership conference and conduct second vice–president training.
- Encourage local units to collect books and the update of the webpages.

*Page numbers reference this resource guide.

Local Unit Second Vice-President Month to Month Reminders

July

- Provide the district second vice-president local unit names and contact information for the Children's Book Project (page 5*), webpage (page 10*), programs and publicity.
- Make a plan and, if needed, choose a committee for the Children's Book Project, web pages and publicity.
- Work with technology contact to maintain and update the local unit webpage, newsletters and social media.

August

- Make a plan for publicity of local unit events and participation in state and district events.
- Respond to monthly contact from district second vice-president.
- Continue to collect books and update local unit web page.

September/October

- Communicate to local unit membership the plan for the Children's Book Project (page 7*) and develop enthusiasm for the project.
- Attend the district fall convention.
- Promote promotional items to local unit (www.trta.org/publicrelations).
- Respond to monthly contact from district second vice-president.
- Promote or work with the technology contact to maintain and update the local unit webpage, newsletters and social media.

November

- Work with technology contact to maintain and update the local unit webpage, newsletters and social media.
- Take pictures and publicize events.
- Order book plates (page 6*), if needed, and continue to collect and distribute books.
- Respond to monthly contact from district second vice-president.
- Communicate with your district second vice-president or district public relations committee chairman.

December

- Complete distribution of books and publicize events with media outlets, local unit webpage and social media.
- Respond to monthly contact from district second vice-president.

January

- Respond to monthly contact from district second vice-president.
- Start compiling books for the new year.

February

- Compile book totals and submit report totals to district second vice-president (page 7*) by February 15.
- Continue the ongoing Children's Book Project plan and update the local unit web page.
- Respond to monthly contact from district second vice-president.

March

- Announce district and local unit book totals.
- Finalize plans to attend the annual convention and the second vice-president training session.
- Respond to monthly contact from district second vice-president.

April

- Attend the annual convention and participate in the second vice-president training session.
- Plan to attend the spring leadership conference.
- Respond to monthly contact from district second vice-president.
- Continue to work with the technology contact to maintain and update the local unit webpage, newsletters and social media.

May

- Attend the spring leadership conference and the second vice-president training session.
- Continue the ongoing Children's Book Project plan, update the local unit webpage and publicity.
- Respond to monthly contact from district second vice-president.

*Page numbers reference this resource guide.

The Children's Book Project Guidelines

The Children's Book Project (CBP) is a service activity initiated by local units of the Texas Retired Teachers Association. The purpose is to put books into the hands of children who otherwise would not have books of their own. There are a variety of creative ways to give back to your community by meeting the distinct needs of your children, as well as achieving this goal. This suggested plan of action has been prepared to encourage **all local units** to take part in this worthwhile project whether it is a small number of books or a great amount of books to be distributed.

Implementing the Project

- ***Make an official decision as to how the book project will be implemented.*** The President, Second Vice–President, the project chairman (if there is one) and CBP committee members should be promoters of this endeavor. The project may be implemented in the following ways:

  The traditional CBP whereby books are purchased using membership donations, money from fundraising efforts, or contributions from local businesses.
  - The "Student to Student" Book Project whereby an older group of selected students gives books to a younger group of children, e.g., a scout group gives to a pre–k group.

  The "Student to Student" Book Project participants should follow these steps:
  - Approach the participants in the volunteering middle or junior high school or other organizations of older students and ask those who are willing to donate a used book of their own to give to a younger child to keep.
  - After a designated length of time, collect books and screen them carefully.
  - If the response of books is insufficient, the local unit may solicit donations of children's used books.
  - Meet with a school librarian and teacher(s) to determine the most suitable recipients.

- ***Determine which group(s) of children to be targeted.*** Suggestions include children in schools, shelters, or Head Start. Books may be given to children who visit community clinics, who receive toys from toy drives, who receive food from food banks, or who are in juvenile justice centers, etc.

- ***Decide how you will obtain the books.*** The books might be donated to the local unit by community or student service organizations such as Lions Club or Girl Scouts of America, for distribution by the unit. Also, the unit might purchase books from free or discount sources with funds raised or contributed. Examples include Scholastic Books, Half–Price Books and online sites at www.rif.org, www.wilbooks.com/freebooks, www.literacyempowerment.org, www.bookcloseouts.com, and www.kidsurplus.com. Even dollar stores have appropriate books for some groups of children. Additionally, the local unit might decide to give a cash donation to purchase books to a pre–school, a class, a community clinic, etc.

- ***Contact appropriate administrative personnel*** for permission to distribute books to chosen children.

- ***Determine delivery date and who will be involved.***

- ***Obtain books.***

- ***Have the Local Unit Second Vice–President order book plates*** for the number of books collected for the project from the TRTA office to be placed on the inside of the books.

- ***Allow the CBP committee members or others place book plates in the books*** noting the local unit providing the books.

- ***Present books personally to the group of students or entity.***

- ***Use the presentation as a media event*** for the local news media, providing pictures and articles for publication.

- ***Report the actual number of distributed books by the Local Unit Second Vice–President*** to the District Second Vice–President by February 15. Combine any traditional CBP and "Student to Student" Book Project when reporting. Report the actual number of books distributed during the period of January 1 through December 31 of the previous year. **Cash donations that have been collected for the Children's Book Project must be used for purchasing books that are distributed to children.**

- ***The District Second Vice–President will send the composite district annual book report form*** to their assigned State Public Relations Committee Representative by March 1. Attention: Children's Book Project.

TRTA Public Relations Committee

TRTA Children's Book Project

BOOK PLATES REQUEST FORM

Mail request form to:	Texas Retired Teachers Association 313 E. 12th Street, Suite 200 Austin, TX 78701–1957

DATE _____ NUMBER OF BOOK PLATES NEEDED _____

LOCAL UNIT _____

PERSON TO RECEIVE BOOK PLATES _____

OFFICER _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

PHONE _____

TRTA Office Use

Date Order Filled: _____ By: _____

TRTA Public Relations Committee

LOCAL UNIT

Annual Book Report Form

District Second VP/Public Relations Chairman _____

District _____ Phone _____

Submit by FEBRUARY 15 to District Second VP/Public Relations Committee Chairman

REPORT NUMBER OF BOOKS DISTRIBUTED (INCLUDING STUDENT TO STUDENT) FOR TIME PERIOD JANUARY 1 THROUGH DECEMBER 31

Local Unit _____

Public Relations Committee Chairman _____

Submitted by _____
Title

TOTAL NUMBER OF BOOKS DISTRIBUTED BY LOCAL UNIT (INCLUDING STUDENT TO STUDENT) _____

TRTA Public Relations Committee

DISTRICT

Annual Book Report Form

District Second VP/Public Relations Chairman _____

District _____ Phone _____

Submit by MARCH 1 to your State TRTA Public Relations Committee Representative

LIST ALL LOCAL UNITS AND RECORD THE TOTAL NUMBER OF BOOKS DISTRIBUTED FOR TIME PERIOD JANUARY 1 THROUGH DECEMBER 31

LOCAL UNIT (Includes Student to Student Books)	TOTAL BOOKS DISTRIBUTED	LOCAL UNIT (Includes Student to Student Books)	TOTAL BOOKS DISTRIBUTED

GRAND TOTAL OF BOOKS FOR DISTRICT _____

PUBLICIZE YOUR LOCAL UNIT WITH A BANNER

- Banners can be made in a variety of sizes, but even a small banner that can be attached to a table or above a dais can attract attention to your local unit.
- Consider purchasing a banner that includes the name of your local unit, your local unit web site, and contact information.
- Make it easy for new or future retirees to identify who you are and let them know that they can join your group.
- Display the banner during your local unit meetings or at retirement education events. If your unit participates in other activities within the community, ask if you can hang your banner at the event.
- For a relatively low cost, you can have a permanent, portable marketing tool!

To purchase a banner, you may contact a local vendor or Moore Printing at 325.646.7181, fax 325.646.9598 or email mooreprinting@harrisbb.com. The price for a 30 x 60 banner is $70, please include additional price for shipping and handling.

Texas Retired Teachers Association

(Insert District or Local Unit)

TRTA DISTRICT AND LOCAL UNIT WEBPAGES

Second Vice–Presidents/Public Relations Committee Chairmen share the following information with your
District and Local Unit Technology Contact

TRTA Staff Contact: Roy Varney 1.800.880.1650/roy@trta.org

Below are steps to create and maintain your District and Local Unit webpage:

1. Signing Up to be a District and Local Unit Content Manager
Contact your District or Local Unit President and request to be the Content Manager. Contact the TRTA office and request to speak with Roy Varney via phone or email. By phone, have available your district or local unit and email address, by email send this information to **roy@trta.org**.

2. Getting Started
TRTA will email you a confirmation on how to get started and assign a username and password based on your information. The confirmation email will include the Content Manager Resource Guide and a link to the introductory Content Manager video.

3. Comments and Questions
If you have immediate questions, click on Help after logging in, and several options are available to you. Take a look at the Content Manager Resource Guide which will explain the Editor's buttons and functions in detail. It is available as a PDF file for viewing and searching. You may also view the introductory Content Manager video. Additional information on updated and editing your site can be found at localunits.org/help.

Thank you again for taking the time to maintain your district and local unit web page. We look forward to working with you and hope you have fun with this project!