

**Public relations is the special way that your organization goes about informing, involving, developing, and creating goodwill among and throughout the school and community it serves.**



To be successful, your organization needs to have a fundamentally sound public relations and publicity program. Any student organization should inform, involve, create good-will, and enthusiasm, and in general, promote its activities not only within the organization itself, but also throughout the entire school and the community it serves.

Publicity serves to:

- ◆ inform present members of the organization and organizational programs and activities
- ◆ to recruit new members to the organization
- ◆ to inform the general public and influence public opinion
- ◆ to build group unity and moral through recognition of individual and group accomplishment