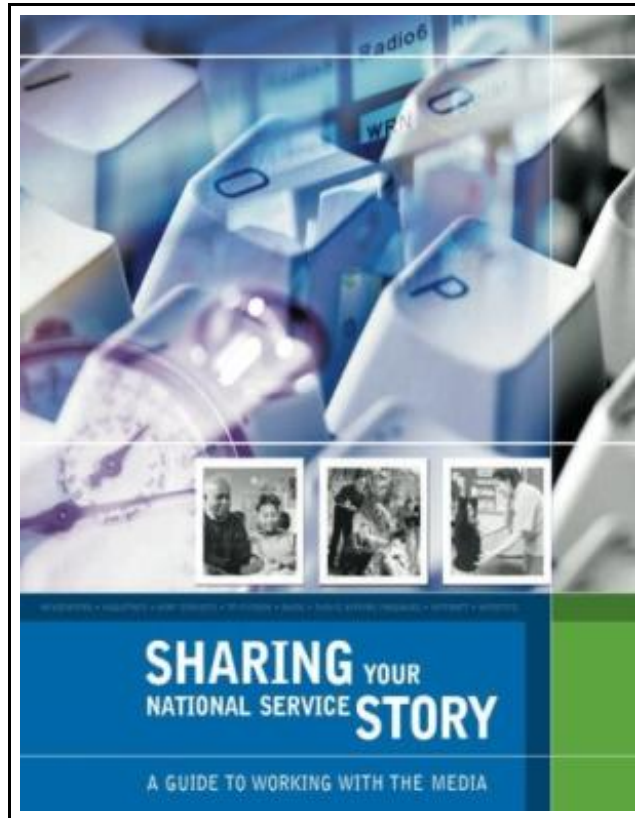


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Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Running a national service program is more than a full-time job. Between developing projects, recruiting volunteers, managing finances, seeking resources, and filling out paperwork, it may feel like there s no time to do anything else. With all the things a busy program manager has to do, you may wonder: Why should I care about media coverage, and can it really help me? The answer is yes - and getting it is easier than you think. Every year, thousands of stories about Senior Corps, AmeriCorps, and Learn and Serve America appear in the media - almost all generated by local project staff and volunteers. You don t have to be a media pro to get good coverage, but having some tips and resources can help. That s the purpose of this guide. Publicizing your program in not a goal in itself. It s a means of building support for your program and increasing your likelihood of success. Taking the time to communicate with the public helps attract resources from your community, including volunteers, sponsors, and funding, and helps educate people about your program. All of us engage in public relations each time we tell people about what we do. You probably already have a good idea how to tailor messages about your program and achievements to a specific audience. If you are talking to a potential volunteer, you might convey the personal satisfaction gained from giving back to your community. If you re talking to a potential recipient of your services, you would point out the benefits you provide to individuals and organizations. These scenarios are good examples of effective public relations. Public relations simply means developing and...



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