

Public Relations

July 2016



PR: Why is it important to you, your team or program?

- Builds public understanding and trust
- Helps you tell your story
- Engages your audience – administrators, parents, fellow teachers, potential funders, etc.
- Helps reporters find information they need to write stories about the good you are doing
- Low-cost; requires time and planning
- Bottom Line – Get the word out about you, your team(s), your organization to gain a strong community of supporters and influencers.

Communication Vehicles

- Public Relations
 - Traditionally via broadcast, radio, print, and online media outlets
- Social Media
 - Online communities and networks, such as Facebook, Twitter, Pinterest, Instagram, Snapchat, and YouTube, where individuals share, co-create and discuss user content

Public Relations Resources

- Press releases
 - Grow event registration
 - Pre-event/Post-event awareness
- Media Alerts
 - Intended for broadcast media
 - Who, what, when, where, why
 - Include interview / Photo Opportunities
- Build your brand, visibility, and reach
- Great fundraising vehicle too!

Hardin County, Kentucky

- Jason Neagle, Event Partner and Coach
 - 11 teams, 8 VRC and 2 VEX IQ
 - Managed 6 events last season including Kentucky State Championships for VEX IQ Challenge and VEX Robotics Competition
 - Partnered to work with REC Foundation on VEX Worlds media outreach

Public Relations & Social Media



John Hardin Vex
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Following

2886A broke the world programming record, got tournament champion, & excellence award!

[@HCSEC3_PLTW](#) [@REC_Foundation](#)



RETWEETS
7

LIKES
14



WDRB TV

Students compete in annual robotics competition in Louisville

Reach: 380,040 (TV)



<http://www.wdrb.com/story/31787857/students-compete-in-annual-robotics-competition>

Resources:

- Public Relations Planning for Your Event – “How To Guide”
- Media Alert Template
- Press Release Templates
- VEX Worlds Templates (coming soon!)
- Social Media
 - Twitter, FaceBook, Instagram, Pinterest, YouTube, etc.

Next steps...

- Locate the PR resources on the REC Foundation website and download them for future use
- “Like” our Facebook page & follow on Twitter & Instagram
- Engage your teams, schools, museums, colleges, partners, etc.
- Share news items you secure with your regional manager

Questions?

Thank you!