

Who Should Know About the Indiana Retired Teachers?

- *Indiana Retired Teachers Association (website, Bulletin Board)
- *Local RTAs (website, emails, newsletters)
- *Legislators (letters of concern, letters of appreciation)
- *Communities (press releases, volunteer activities)
- *Civic organizations (news items, volunteer activities)
- *Churches (news items, volunteer activities)
- *Businesses (news items, relationships)
- *Active teachers (Welcome Back to School Days, Teacher Appreciation Days, conference days, retirement workshops, associate memberships)

GET THE WORD OUT!

Newspapers/Magazines
Letters to the Editor
Television/Cable/Radio
Community Publications
Schools
Libraries
Informational Flyers
Websites
Facebook
Festivals/Community Events

State Public Relations Committee:

Area 1: Joanne Groff
joanne3901@comcast.net

Area 1: Susan Livarchik
slivarchik@comcast.net

Area 2: Judy Hostetler
judyanhostetler@hotmail.com

Area 3: Lynn Folkers
thomas.folkers@comcast.net

Area 3: Loretta Houlihan
houlihan60@gmail.com

Area 4: Janella Knierim
jknierim@joink.com

Area 6: Gary Addison
optimist@sprynet.com

Area 6: Sharon Bailey
slbailey64@gmail.com

Area 6: Charles Imler
limler@hotmail.com

Area 7: Julia Teuschler
jtriverwinds@gmail.com

Area 7: Gerald Mohr
gwmohr.gm@gmail.com

Area 8: Susan Ridge
ridgesk7@gmail.com

Indiana Retired Teachers Association

Public Relations Guide



Advocating for All Retired Educators

www.retiredteachers.org

Purpose:

The purpose of the State Public Relations Committee is to promote and report the activities and work of the Indiana Retired Teachers Association and county RTAs through communication with local chapters, active teachers, legislators, local communities, and the media.

Guidelines for Newsletter Publication:

- Includes RTA name (banner)
- Includes contact information of state and local officers and committee chairs
- Has a separate calendar of events
- Includes minutes of last meeting, treasurers' report, and committee reports
- Notes community service and/or personal achievements
- Has overall good appearance

Guidelines for Press Releases:

- Includes at least two published submissions to the State Public Relations Committee
- Has been generated by the local RTA or is a feature article from the newspaper staff
- Must include the words "retired teacher(s)" in the article
- Includes information about a group project or an accomplishment by an RTA member
- Mentions local RTA's name and contact information; mentions affiliation with the Indiana Retired Teachers Association
- Includes a photo



Guidelines for Websites:

- Links to www.retiredteachers.org
- Is website; is not a blog
- Is not all on one page; contains active links
- Includes contact information through website
- Has calendar of events
- Includes up-to-date news
- Shows date of last revision
- Includes community service/personal achievement stories
- Includes legislative updates
- Has good overall appearance

Mail submissions to State Public Relations Chair Gary Addison, 4802 N. Sussex Road, Muncie, IN 47304, optimist@sprynet.com, 765-289-1964, by March 1.