



Public relations: Resources to use when the media contacts you

Collect these suggested resources today to respond to media inquiries when calls or e-mails are received. The collection can be kept in an electronic file on your computer or PDA, in a folder or binder by your phone, or both! Having this information at hand improves your response time and your public relations confidence. Your council and district PTA presidents and communications chairmen are only a telephone call or an e-mail away. Reporters appreciate accurate information and understand and respect the request, “Can I have a moment to check my resources and get back to you?”

Your PTA’s background fact sheet:

- PTA’s organization date, historical milestones, recent and current year’s membership number
- Current roster of officers, chairmen and contact information
- Calendar of key events or annual traditions, successful events
- PTA Mission, term goals and objectives,
- Basic information about the school staff, student enrollment, programs
- PTA and school newsletters or e-news publications

Your school district:

- Background fact sheet
- Personnel titles, names and contact information
- Public relations officer
- Emergency contact number

“PTA Brief Statements on Current Issues,” 2009 Toolkit, pages 22-29.

Repeated on pages 232-239.

- Start here for PTA positions on major issues
- For additional research know where to locate –
- PTA Position Statements – 2009 Toolkit
- PTA Legislation Program – 2009 Toolkit
- California State PTA Resolution Book posted on www.capta.org - Resolutions tab

PTA “Talking Points,” 2009 Toolkit, Communications tab, 6.1, page 217

PTA brochures contain excellent talking points: Download these and others form www.capta.org - Membership tab, in English and Spanish:

- *Involvement Makes a Difference*
- *Parent Talk*
- *Put Yourself in the PTA Picture*
- *PTA Membership Benefits You...*

PTA Pocket Pal information is helpful:

- *Parent Involvement Pocket Pal*
- *Education Pocket Pal*
- *Finance Pocket Pal*

National PTA Public Policy, complete document or summary:
www.pta.org/public_policy_agenda.asp

Note links to the National PTA policy briefs, positions statements and resolutions

Mailed or electronic* current resources:

- *PTA in California*
- *Sacramento Update**
- PTA Legislation and Information Alerts*
- California State PTA Legislation Resources
- Council/district PTA Newsletters
- National PTA, *Our Children*
- National PTA, *Take Action Update**