

## **Public Relations Committee Report Fall 2006**

**Committee Members:** Anita Fleisch, Bev Kingma, Bonni Knight, Orin Mueller, and Allison Stauss

**Brochure Mailing:** A second mailing of the brochure and FAQ sheet will go out in late September or early October. It may include a return postcard for a copy of the DVD put together by Mary Wacker and Brookfield East. It may also invite coaches to join on the affiliate level in order to learn more about WFCA. As of 8/15, that was still under discussion.

**Student Pins:** Student pins will be available by contacting Anita Fleisch at fleischa@muhs.edu Please check the WFCA website for price. Payment (payable to WFCA) must be received before pins will be mailed. It was decided that the pins would remain black and silver.

**Handbook:** Updates will be made to the handbook as needed for all categories that change topics each season. Updates in the Constitution and Bylaws will be in bold and dated.

**Archives:** The committee is going through the archives, which will ultimately be stored at Ripon College.

**Broader appeal:** We will contact Nick Bubb and try to get some additional ideas about how to get the word out to students who may not know about the benefits of WFCA membership.

**Putting the Public back in Public Relations:** In an effort to get the name of WFCA back into the public eye, we would like to propose a series of good will and publicity efforts at our tournaments and throughout the season.

1. We propose that canisters be made available at tournaments to collect money to be donated to reading programs in Wisconsin. (New London did this at their tournament last year to raise money for the hurricane victims in order to help their programs get started again.) The money we collect will be divided so that each region in our state can benefit. By doing this, WFCA can help those in great need and gain some positive publicity.
2. We believe it's important to let school administrators know about the successes their schools are having. To that end, we developed congratulatory letters for sweepstakes trophy winning schools and for individual trophy winners. Letters will be available to tournament hosts for downloading.