

Share the TFRW Vision!



## **Public Relations/Newsletter Editor**

Holly Hansen

What an interesting time for public relations! New tools and media outlets present both opportunities and challenges, and there is much to learn. The purpose of PR, however, remains the same: to foster a positive relationship with the public. As Public Relations Committee Chair and Texas Star Editor, I have several goals for building on the excellent work done by my predecessors.

My first goal is to expand Public Relations for TFRW. In light of new media technology, we need to recalibrate our approach. The term “press release” is rapidly becoming antiquated as more consumers take news electronically, and we need to tailor our releases accordingly. Furthermore, I will be working on both print and electronic media kits for the Federation, and making these available to our media outlets.

Another goal is to provide PR education for clubs. As we develop strategies for TFRW, we will make materials available for individual clubs as well. This will include a simple template for your own club media kits, and new guidelines for contacting the media and writing various marketing materials. These simple tools will give every club the ability to approach public relations with confidence.

Finally, I am very excited about editing the *Texas Star!* I want to maintain the *Star's* high standards, and look for ways to increase the value of the publication for both our readers and potential advertisers. I have always enjoyed the *Round About Texas* feature and look forward to reading your newsletters. Don't forget to include me on your mailing list, and if you are sending out an electronic newsletter, you may email to me, but you must mail a hard copy as well.

*Holly Hansen has served as the 2008-09 President of the Williamson County Republican Women, Secretary of the Williamson County GOP, and as a Precinct Chair since 2004. She has edited her club's newsletter and written numerous media releases which ran in both print and electronic media. Recently she spearheaded efforts to re-design her county's GOP website. Holly enjoys spending time with her husband and two energetic boys, and periodically teaches British Literature and Composition to High School students.*