



Speaking for Region VIII



HELEN ZAJAC, REGION VIII VICE PRESIDENT
February 27, 2014

Public Relations Effort

Am sharing a “letter to the editor” given to me by CA Federation Immediate Past President, Dottie Schmidt, that appeared in her Nevada City Newspaper, *The Union*, in January. The letter was written by Geri Bergen, Grass Valley (CA) Chapter 1335’s 1st Vice President and Public Relations Officer.

The letter appeared prominently on page two of the newspaper, and may have been as a result of email and telephone conversations with the community reporter, as the chapter was having difficulty getting news releases announcing their meeting in the newspaper on a regular basis. The personal contact made the difference and the following letter was published. A similar letter announcing a special program speaker for the February meeting also appeared prominently on page two of the newspaper.

Letters to the editor are FREE, and they take just a few minutes to generate. Most people in a community will read “letters to the editor”, so this is a potential to reach out to members of your own community to share information about NARFE, who we are, and what we do. Not only is this a public relations effort, but with this information, you may gain a new member!

Federal Employees Group Open to New Members

All active and retired federal employees and their spouses are eligible to join National Active and Retired Federal Employees Association (NARFE) [*Name of chapter, chapter number*] and are welcome to attend the chapter meetings. Meetings are held the [*day of the month*], at [*time*] at [*meeting location*].

NARFE's objective is to protect retirement and related federal employees. It also supports Alzheimer's research. The local chapter meetings serve as an opportunity for retirees to hear programs of value and to socialize. A benefit of membership is receiving timely updates on policy actions affecting federal employees and retirees. [Reservations for lunch are (or are not) necessary.]

For more information about NARFE, or the next program, call [*Name of contact and phone number*].