Hi, I’m Supriya Patel, the current Vice President of Public Relations. This year, Youth Service America is launching its 32nd annual Global Youth Service Day (GYSD). Formerly known as National Youth Service Day, it is “the largest youth service and civic action event in the world,” and Minnesota FCCLA is proud to be a lead state agency for it with our “Each One, Reach One” campaign.

First, let’s discuss the definition of Public Relations. PR is the cultivation of a positive reputation with the public through various means of publicity. The goal is to build trust and credibility, raise awareness about an organization and a cause. Essentially, we want to raise awareness about MNFCCLA and our GYSD efforts.

How can we do this? Who do we contact?

* Look for local contacts in your community that work in the media. If you know someone who works for a news network, reach out to them with the press release about GYSD and try to arrange a phone interview.
* Even if you don’t know anyone directly in the field, give a local reporter or editor a call (calls are usually more effective than emails).
* Put up posters in your neighborhood. Be sanitary and safe if you choose to do this.
* Some example of who you can contact:

Pioneer Press:

Phillip Piña, deputy editor/local news, 651-228-2162, [ppina@pioneerpress.com](mailto:ppina@pioneerpress.com)

David Knutson, team leader, 651-228-5447, [dknutson@pioneerpress.com](mailto:dknutson@pioneerpress.com)

Josh Verges, reporter covering St. Paul schools and higher education, 651-292-2171 [jverges@pioneerpress.com](mailto:jverges@pioneerpress.com)

Frederick Melo, reporter covering St. Paul, 651-228-2172, [fmelo@pioneerpress.com](mailto:fmelo@pioneerpress.com)

Sarah Horner, reporter covering St. Paul and Ramsey County, 651-228-5539, [shorner@pioneerpress.com](mailto:shorner@pioneerpress.com)

Mara Gottfried, reporter covering St. Paul public safety, 651-228-5262, [mgottfried@pioneerpress.com](mailto:mgottfried@pioneerpress.com)

Nick Ferraro, reporter covering Dakota County communities, 651-228-2173, [nferraro@pioneerpress.com](mailto:nferraro@pioneerpress.com)

Christopher Magan, reporter covering suburban schools and statewide education policy, 651-228-5557, [cmagan@pioneerpress.com](mailto:cmagan@pioneerpress.com)

Mary Divine, reporter covering St. Croix Valley communities, 651-228-5443, [mdivine@pioneerpress.com](mailto:mdivine@pioneerpress.com)

Bob Shaw, reporter covering Washington County communities and suburban issues, 651-228-5433, [bshaw@pioneerpress.com](mailto:bshaw@pioneerpress.com)

Minnesota Daily

Cleo Krejci, Editor-In-Chief and Co-Publisher, [eic@mndaily.com](mailto:eic@mndaily.com), 612-435-1575

Jack Rodgers, Multimedia Editor, [jrodgers@mndaily.com](http://jrodgers@mndaily.com/), 612-435-5642

Audrey Kennedy, Features and Freelance Editor, [akennedy@mdaily.com](http://akennedy@mndaily.com/), 612-435-5694

Charlie Weaver, General Manager and Co Publisher, [gm@mndaily.com](mailto:gm@mndaily.com), 612-435-5657

5 Eyewitness News

<https://kstp.com/pages/misc-pages/contact-5-eyewitness-news.shtml>

Go to the attached link, click on “Community Outreach,” write a brief detailed description that includes the following: date, time, location, contact name, phone number, and address. You can attach the press release along with any photos you have of your project.

Star Tribune

<https://www.startribune.com/want-to-share-info-with-the-star-tribune-how-to-do-it-securely/459164493/>

Go to the attached link and scroll to where it says “First, Find the Right Reporter,” You can send the story to [whistleblower@startribune.com](mailto:whistleblower@startribune.com) or call the general newsroom line at 612-673-4414 and they will route you to the best reporter for the story.

How do you know what kind of content they want to see?

* We need to make sure what we are featuring is newsworthy. It is always a good idea to connect your GYSD project to global issues. With the COVID-19 pandemic, you should try to relate your project back to helping those who are most affected such as teachers and senior citizens.
* Make your project unique. Think about what sets your project apart from other community service efforts, and highlight that.

Helpful tips:

* Before you make anything public, proofread or, even better, get someone else to look at it. You want to make sure there are no spelling/ grammatical errors, and that it looks professional.
* Don’t use exclamations.
* Do not stretch the truth and lie.
* Try to promote FCS related programs or businesses in the community.
* Don’t spam your media contact.
* Making connections is the key to public relations. If you’ve worked with someone in the media field before, contact them again.
* Don’t use slang
* Think about your target audience (the public who may not know about FCCLA).
* Don’t get political in your public works.
* It’s best to write in the third person. But, if you’re talking about your own personal efforts, use first person pronouns.