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2017-2018 Publicity & Public Relations Policy

The Overlook Auxiliary works hard to maintain a unified and cohesive public image. We continue to work on elevating our presence in the community. With this in mind, we encourage everyone to keep our Publicity & Public Relations Chairman informed of all events. She will gladly work with you to promote your activity in a news release spotlighting your event and the Auxiliary.

When a Twig or Auxiliary member has news about an activity or event that will benefit the medical center, the article or information should be submitted to the Publicity & PR Chairman for release. Our policy is to have all releases pertaining to Auxiliary activities come from one source, our Chairman of Publicity & PR. This will insure that we are not overwhelming the local press with too many articles at one time. It is necessary to maintain our all-important positive relationship with the local media. This will also help to insure the best placement and a consistent message from the Auxiliary to the community.

Remember that not all articles will be published by the local media. Each local news organization has its own standards and requirements. Our Publicity & PR Chairman will work with you to tailor your release so as to get the best possible results.

2017-2018 Chairman:

Laura Bojanowski
lauraannfields@yahoo.com
908-295-5074

- Emailing your information is always preferred but if you do not have access to a computer, you may mail your release to:

Laura: 48 Van Doren Avenue, Chatham, NJ 07974

- If you would like help with your press release, please feel free to contact Laura with some important details. She will be happy to create a press release for you. Remember too that your article may require editing by either Laura or the local news agency.