



LADIES ANCIENT ORDER OF HIBERNIANS, INC. NEW YORK STATE BOARD

2019-2021
New York State Board

June 30, 2021

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Deacon Charles Z. Wojton
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Report From LAOH NYS Public Relations/Publicity

President
Mary Beth Durkee
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Dear Sisters,

Vice President
Agnes O'Leary
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This has been quite an unusual two years to say the least. Many have found it hard to do publicity when we are not meeting due to COVID. But that is precisely the reason that we need to let everyone know including the public and our members that we the LAOH is continuing with our mission.

Secretary
Regina Begley
laohregina@optonline.net

Many have told me that they have not done much publicity due to COVID. We as an Order may not have had many in-person meetings but we are still active with zoom calls, prayer chains, masses, charity donations, many of our members are essential workers, these are all things that we should be publicizing. Publicity may mean a simple email or a notice in a church bulletin, a community newspaper, or on social media. When we are giving an extraordinary circumstance as a pandemic we must use whatever means is best suited for the times.

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Addresses and phone numbers
are available on the website
laohnys.com
Members Resource Page

A few suggestions to make things easier:

- Make sure we have up-to-date email addresses and contact information. I cannot stress this enough, if we can not reach our own members due to outdated contact info then we are fighting an uphill battle.
- Introduce yourself to your local media, include your contact info.
- Create an email address for your office to be passed down to the next PR Chair, this gives the public and our members a consistent way to contact our Order.
- Have a business card produced with your contact information. Hand it out at local events.
- Make it a practice to send a small notice of our meeting and events to your local press and social media.

Remember anything that keeps our name in the public view is publicity, such as wearing shirts or jackets with our proper name, have a division banner displayed at public events, etc.

I hope to see many of you at the convention. Stay safe.

Yours in Friendship, Unity, and Christian Charity
Mary Hogan
LAOH NYS Public Relations