



Chapter Public Relations Guide

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Let's Promote your Junior Chamber

Public relations is one of the most important, and often overlooked, part of a chapter's program plan. Effective public relations can benefit the program in several ways, including:

- Influencing people to attend chapter events.
- Informing the community about the program.
- Influencing a potential member to join the chapter.
- Helping clear a tarnished chapter image.
- Developing influential contacts.
- Increasing corporate sponsorships.
- Building name recognition.

Two Areas of Emphasis

Internal Public Relations: Involves making members aware of everything that is happening within the chapter and making sure everyone is aware of the program, individual members' involvement, and the objectives of the chapter.

External Public Relations: Involves making the members of the community aware of program activities and the advantages of joining. The stronger the chapter's relationship is with the community, the better the chances are that the program will be successful.

In it's simplest form, the public relations efforts should focus on letting all the right people know what the chapter and all its members are doing.

The Public Relations Officer

Each year, chapters should appoint or elect one

person as a Public Relations Officer. This person needs to meet with and be a part of the chapter's Board of Directors. Since PR covers a large area, make sure the PR officer doesn't have any other title or major responsibility.

Ideally, the Public Relations Officer should have writing, media, or communications experience. However, since the Junior Chamber is a leadership training organization, almost any member interested in learning about the public relations profession can fulfill the duties.

PUBLIC RELATIONS: An all-encompassing term for an organization's effort to win the support of groups of people.

PUBLICITY: The area where public relations officers usually spend the most time. Publicity is a planned campaign to get media attention and public exposure.

COMMUNITY RELATIONS: The chapter should already have a Community Development Vice-President responsible for planning projects. From a public relations standpoint, this is communicating with other groups in the area. The chapter's yearly Community Needs Assessment Survey provides research with which to work.

MEDIA RELATIONS: Communicating with media professionals to answer questions about the Junior Chamber and to interest them in specific publicity opportunities. The term "media" encompasses all forms of print and broadcasting.

COMMUNICATIONS: Basic communications includes verbal, non-verbal, mass, and interpersonal communications. There are many ways messages

could be better directed, shaped, or pushed forward on their way to reaching the interested parties.

PUBLIC: Any group of people the chapter wishes to communicate with, and including:

- Members of the chapter.
- Prospective members.
- Future prospective members.
- Local business and community opinion leaders.
- Prospective corporate donors.

FOCUS ON THE POSITIVE

Instead of writing a release saying, “My Junior Chamber will host a seminar on the...” consider a message more closely related to the Junior Chamber’s purpose.

“As part of its ongoing professional development program, My Junior Chamber, in association with top business community leaders, will conduct a series of seminars specifically developed to address the needs of those desiring to start their own business or significantly advance in their own career. This seminar will begin immediately after the chapter’s monthly meeting.”

By carefully determining the message and the needs of your community, the overall agenda of the chapter can be communicated. In addition to telling about the chapter’s upcoming event, this simple announcement fully informs them of the following:

- The chapter continually strives to provide professional performance
- The chapter interacts and networks with community leaders
- The chapter meets monthly

Always think of the “big picture” when communicating a piece of the puzzle.

WHAT DO PROSPECTIVE MEMBERS WANT TO HEAR?

When promoting the program or creating membership recruitment tools, try to think like a prospective member. What is it that he or she wants to hear? Make sure the basics are promoted.

WHAT DO CURRENT MEMBERS WANT TO HEAR?

Current members want to hear:

- How well a chapter is doing.
- How this program will help the community.
- How this program will help them continually improve themselves.
- How the state and national levels are making a major impact across America.
- What the community thinks of members and the chapter.
- How fellows members are doing. (Remember to tell members what they need to know.)

WHAT DOES THE MEDIA WANT TO HEAR?

When promoting the chapter, the media have certain criteria they are looking for to put together a story that will interest audiences. Using a project as an example, reporters typically look for the five basic “Ws”: who, what, when, why, and how.

- Who conducts a project
- Why this project is conducted
- Who benefits from the project
- Names of everyone involved
- Time and place of the program
- How the project ties in with current news
- How the community benefits
- Why people should attend the event
- Who would be a likely interview candidate

Vehicles of Delivery

Advisory Committee: Assemble community leaders, media personalities, and local Chamber of Commerce representatives to discuss the program and how it can be of help to the community.

Billboards: Go to a local billboard advertising agency and see if the chapter can post a billboard free of charge. These roadside ads convey the message to motorists in two or three seconds.

Boilerplates: A description or message about the program and chapter that is consistently used at the end of every news release sent out.

Brochures: Informational pieces that provide the means to tell a brief story about Jaycees, its benefits to members and non-members, and how to attend.

Direct Mail Campaigns: Send letters and brochures to corporations and individuals in the community. This tool informs a large number of people about the chapter while describing the benefits of joining and inviting them to attend a meeting.

Feature Articles: Call the local newspaper and magazines and offer to write an article about the Jaycees.

Fliers: Quick announcements that can be mailed or posted.

Invitations: Send invitations to men and women in the community and to business and community leaders.

Letters to the Editor: Write to the opinion page of the local newspaper about how the Jaycees will help the community, or thank community leaders for their support.

Media Kits: When sending a news release or any other information to the media, include a fact sheet and any other information you feel may be pertinent. (Don’t make them dig for the information.) Make sure the name and day/night phone numbers of the contact person are included and easily available.

News Release: Send out a news release listing who, what, when, where, why, and how. Include a name and contact number that will be answered any time of the day or night, (reporters usually don't work nine to five) as well as a boilerplate on every release.

Personal Letters: Letters to business, city, and community leaders. Brief, to the point letters will be read more often than longer letters.

Phone Calls: Call the target audience and tell them what is happening with the program. If writing to them first, always follow-up with a phone call.

Post Cards: Always drop a quick note as a reminder, or to thank someone for their efforts.

Public Service Announcements (PSAs): PSAs are brief audio or video recordings that convey a simple message to the broadcast audience. Local community access radio or television may help create PSAs of professional quality.

Sponsorships: Contact local companies or media outlets to get their support for a project or campaign. This will insure that they will actively promote the event or campaign. For businesses, list the benefits they will derive from their employees' attendance.

Don't stop with these promotion tools; the use of public relations is limited only by imagination.

Delivering the Message

THE MEDIA LIST

Developing an accurate media list will help identify the key reporters and upcoming publicity opportunities. Here's what to look for in each medium.

Daily and weekly newspapers:

- Name of current news editor or specialized reporter depending on the subject of the story (e. g.: calendar editor for meetings and events, city editor for local projects and campaigns, or the business editor or reporter for the entrepreneur program).
- Mailing address.
- Phone and fax number.
- Whether they need black-and-white or color photos.
- What special sections or reports are coming up.
- How much advance time before an event they need information (generally two weeks). Also known as LEAD TIME.

Broadcast, includes television and radio, local, cable, and community access:

- Assignment editor. This depends on when the event is to be held. Events during normal busi-

ness hours should be directed to the Day Assignment Editor, events after business hours, during weekdays should go to the Night Assignment Editor, and events planned for the weekend should reach the Weekend Assignment Editor. This is not all-inclusive. Different stations will have different assignment editors, depending on their needs.

- Mailing address.
- Phone and fax number.
- Preferred format.
- Lead time needed.
- Names of talk shows or weekend community features shows.
- What type of story they use.
- Whether a story can be sent through the station's national affiliated network.

Magazines:

- Editor or specialized reporter's name.
- Mailing address.
- Phone and fax number.
- Whether they accept PSAs.
- Lead time needed.
- Whether they accept by-lined articles from an outside source sometimes referred to as "guest columnists."
- Whether they accept slides or photos for illustrations. Find out what format they prefer, 35mm, 2¼, or 4x5, negative, positive, slides, or print. (If they are given a format they are not familiar with, chances of getting the piece in drop to almost ZERO).

Enter all of the media information into a database, either in a notebook or on computer. This information is constantly changing; numbers change, reporters change, contacts change. The contact got married, had a child, etc. Note the change in the database and mention it when talking to the contact. This lets the contact know the interest is in them and their life and not just in getting the story in.

Keep a record of accomplishments to present to chapter officers and to pass on to the next Public Relations Officer. Clip newspaper and magazine articles and paste them into a media clip book.

How well the PR Officer does the job will not only be measured in how easy it is for the officer to do it, but by how easy it is for the next person to do.

How to Put Together an Effective Press List

- Include all daily newspapers in the area, and

don't forget weeklies. Make sure the list is representative and includes ethnic and women's publications.

- Get a list of state and local specialty publications or magazines that might be interested in the project. Include any women's magazines as well as political or social issue publications.
- Include television and radio stations with news and current-event talk shows, or area issues programs. For broadcast news shows, send a release to the specific reporter covering the issue, or to the senior producer for smaller stations. For talk shows, send it to the producer. For radio, target drive-time, early morning shows, or late afternoon/rush-hour shows.
- Monitor the local and state newspapers and keep an updated list of reporters covering JUNIOR CHAMBER issues. Look for the bylines and add them to the press list. Update the press list on a regular basis.
- Check to see if there is a local wire-service bureau in the area that might be interested in covering the project or press conference.

How to Write an Effective Press Release

- Make certain that the press release includes WHO, WHAT, WHEN, WHERE, WHY, and sometimes HOW in the first paragraph. Make the verbs active and the subject concrete. Cover the most important facts first and follow with details.
- Never editorialize in press releases. Do not write, for example, that a speaker is fascinating. Let the reporter decide whether this was or was not the case. Keep opinions and judgments within the quotes.
- Give the press release a catchy title, e.g., "JUNIOR CHAMBER HAILS BAN ON PORK BELLIES." Write the heading as if it were the headline you'd like to read in the paper. Write a lead sentence that makes it tough to stop reading.
- Be sure to include a contact name and telephone number on the top right corner of the page. List a number that will be answered by a live person — even if that includes both home and work numbers.
- Don't forget to include the date of your release on the top of your release. Write "FOR IMMEDIATE RELEASE: APRIL 3, 1999."
- Don't forget to include a good quote from the Chapter President or spokesperson. Be sure to include this person's exact title with the full

name of the chapter. Sentences in quotes should be short and to the point, e.g. , "It's about time Congress stood up to the pork lobby."

- Proof everything at least twice. If the press release looks disorganized and is badly written, the local chapter's image will suffer.
- Try to limit the press release to ONE PAGE.
- At the bottom of the first page, write "end" or use the symbol "###" or "-30-" to designate the end of the release.

How to Write and Submit a Letter to the Editor

- Letters to the editor are usually written in response to an article or editorial published earlier in the newspaper.
- If an article or opinion piece presents a position that is negative to the chapter, write a letter to the editor disagreeing with the article and stating the chapter's position. Even if it's a different perspective, that too can be the basis of a letter to the editor.
- Call the newspaper and ask to speak to the "letters-to-the-editor" department. Ask how long the letter should be. Find out the name, fax number, and mailing address of the person it should be sent to.
- In the first paragraph of your letter, refer promptly to the article or position that you are writing about. Name the reporter who wrote the article and the date and title of the article.
- Send with a cover letter addressed to the appropriate editor. Attach your business card. Be sure to sign the letter with your name, title, and the name of your chapter.

Developing a Chapter Media Kit

Once a decision has been made about whom to send a news release to, develop a media kit. The media kit is a simple pocket folder containing background information on the chapter. It is given to radio, television, newspaper, and magazine reporters to give them an idea of what the Junior Chamber does.

It is best to give a reporter a kit at the beginning of the Junior Chamber year with a news release on the new officers and the year's plan. Each local reporter should be called personally and the first media kit should be hand delivered. This also provides the officer with the opportunity to visit with the reporters and editors and introduce him or herself. Remember, reporters also like to have a "personal contact."

An average kit may include:

- A news release on the project.
- A fact sheet on the chapter's history, accomplishments, meeting location, and time.
- A fact sheet on the organization's history.
- A chapter calendar of events.
- Names, addresses, and telephone numbers of chapter officers.
- Clippings of favorable articles about the chapter.
- Photos of officers and projects.
- Chapter or project logo.
- Chapter brochure.
- Chapter newsletter.

Media Tips

If the Public Relations Officer is in a large community, he or she will probably deal with many media people, from rookie reporters to editors who have been in the business many years.

The PR officer will communicate with radio, television, newspaper, and other outlets. Let's look at some specifics about each media area.

Radio

- Radio reporters prefer 30- to 45-second stories about people in their listening area.
- Concentrate the story on current information. Try to have a tie-in with local news events (today's news).
- In many smaller communities, the reporter may double as a sports or program manager. Many promotions managers are looking for interesting community projects to co-sponsor, either by a call-in interview, an in-studio show, or a live remote, where they broadcast your event live and

on-site. This builds recognition and popularity for your chapter, the project, and the radio station.

- Radio reaches a selective, mobile, demographic audience. Almost 100 percent of homes and cars have radios.
- Radio reporters like stories with newsmaker actualities (quotes from the source).
- Radio is many people's first choice of morning news.
- Talk shows, especially on AM radio stations offer a wealth of opportunities for Jaycees to communicate their messages.
- Never call a radio reporter during their "drive time" (usually before 9:00 a.m. and between 4:00 and 6:00 p.m., the time when people are driving to and from work. Determine when they will be doing their newscasts. A wealth of information can be gleaned by listening to the station to get familiar with their format.
- Weekend news staffs are minimal. A reporter will probably not physically come to the chapter program on a weekend, but it is a slow time. This means a phone call or visit to the station on a weekend could get coverage for the event. Coverage is limited only by imagination. If food is being served at the program, make arrangements to take some to the weekend DJ. This is almost guaranteed to get the event on the air.

Television

- Before pitching the story to a television assignment editor, think visually. Then paint the picture for the editor within one minute. Get the person excited about it.
- Speak in 10- or 20-second sound bites during interviews. The spokesperson must be enthusiastic, clear, concise, and well versed in the subject.
- TV news shows, especially the morning and news features have segments for guests. These are a valuable source and hosts are always looking for guests.
- Call assignment editors during the slow period, usually mid-morning to mid-afternoon.

On-camera tips:

- A person's face is the focal point for the camera.
- Hands are the second most important feature. Don't be static, let hand movements accentuate words.
- Look at the interviewer and the other talk show guests. Forget about the camera!
- Don't slump or swivel in the chair and avoid fast movements. Sit up straight and relax.

- Speak clearly and concisely. Don't say "uh" or "um."
- Use the chapter name often
- Don't get up or take off the microphone until instructed to do so.
- Men should wear a coat and tie. Popular TV colors are tans, blues, and medium browns, almost any dark color. Don't wear stripes, tweeds, or herringbones.
- Never go to a media interview without reading the morning's newspapers. The PR Officer should be very well informed.
- Be sure to watch or listen to the program or host interview someone else. Get to know the style and format of the show.
- Focus on no more than two or three major points to make during the interview. For each point, be sure to have two or three good facts to back it up. Don't let the reporter's questions get off track. Keep coming back to the major points. Don't forget the reason for being there. Be prepared for the "difficult questions."
- Listen carefully to the reporter's questions. Always answer by coming back to the main points to be made. Never answer with a simple yes or no. Never say "no comment." It sounds guilty. The easier you make it on the reporter, the more likely she or he is to do other interviews.
- The PR Officer represents the local chapter. Don't give personal opinions that might compromise the organization. Never go "off the record." And never make partisan statements — even if prodded — or that quote could end up as a headline in tomorrow's paper.

Newspapers

- The amount of interest in the Jaycees can depend on the size of the community. A small weekly and a large daily cover the news differently.
- A person-to-person approach has replaced the automatic mailing of news releases to every paper in the market.
- Call editors with a story idea.
- Budgets at most papers, along with national readership, are down. They cover fewer news conferences. Many editors will welcome story ideas that concern the Junior Chamber.
- Develop a working relationship with the news editor, city editor, or a key reporter. If the chapter has a member who works at the paper, use him or her as a resource.

- Some newspapers have begun doing promotions with community groups, like the Junior Chamber.
- All newspapers are very visual now. Always include photographs, charts, or your colorful, eye-catching logo.

Weeklies can be a very beneficial asset to the public relations effort. Most weeklies act on a "fill-the-hole" basis. If PSAs are laid-out in different sizes, you will have a much better chance of the paper using them. Four or five different formats can be laid out on an 8½ x 11 sheet of paper. Two or three one-column layouts, a couple of two-column layouts and one three-column layout will fit nicely on one sheet of paper. Weeklies will then have multiple options to fill an available hole with the announcement.

Sometimes a local chapter has problems getting articles in the newspaper. It may stem from a long-standing rift between the chapter and the paper. Now is the time to patch that rift. If the saying that is handed down from officer to officer is, "That's the way it's always been," consider it a top priority to rectify the situation. There are basically two situations that call for an editorial board meeting; when relations with the local newspaper is really great or when the situation is really bad. When the relationship is good, call a board meeting to get the help of the editorial board on how they can help to get the message across for maximum impact of your project. When things are bad, what is there to lose.

Magazines

- Lead time for calendar of events may be several months; plan well in advance.
- Most areas now have a colorful regional magazine with an upscale readership.

Other Communications Tools

- Outdoor advertising is on display 365 days a year.
- Direct mail can personalize the Junior Chamber message to a very select audience.
- Develop a brochure for the local chapter as a recruiting tool.

NOTES:

Press kits should always contain background material on the chapter and the national organization, but should focus on the program or project.

Any local event that can be tied into a current national story is almost always guaranteed coverage.

Never call a news conference without having a *very important*, timely, and newsworthy story.

The Chapter Newsletter

The chapter newsletter is the main method of communication that reaches every member. It serves as an avenue to promote member participation, generate member enthusiasm, and advertise membership activities.

The newsletter communicates to members what their chapter is doing and **why**, as well as **when** and **where** and for **how long**. Regardless of who in the community receives the newsletter, the most important readers are the members, and their interests must be considered at all times.

The newsletter should be used to thank individuals for assistance; recognize members for achievements; and wish members happy birthday, happy anniversary, and congratulations on a promotion. The newsletter can be one of the most comprehensive tools a chapter has at its fingertips.

When planning the content of the newsletter, the following questions should be asked and answered:

- **Who is the audience?** This may seem like a giveaway, but each Junior Chamber audience is different. Urban chapters address different needs and interests than rural ones. Chapters differ not only in size, but also in geographic area, industrial interests, and other demographics like age, marital and family status, occupation, and income. Remember that members of the community will be receiving the newsletter. **Make sure that the content is in no way offensive or reflects negatively on the chapter.**

- What do the members want to read? Ask the members what role they would like the newsletter to assume. If newsletter interest is low, a chapter survey may be in order. Ask members what they want. One thing is certain: Readers want to be entertained. Find out what entertains them most.

- **What is the budget?** The answer to this question defines the game plan. Although it may bring beads of perspiration to any brow, budgeting is not as ominous as it seems. Keep in mind, however, that good budgeting ultimately allows more options. Funding should be determined before any other plans are finalized.

- **What's the format?** Throughout the planning and execution of the newsletter, think about format, design, and timeliness. How will it be published? What will the page and column formats be? What image will the design convey? What kind of art or photos will be used?

If the chapter is average size, with three or four activities a month, a monthly publication probably will serve best. But if the chapter has a bulging calendar,

the newsletter may need to be published more often. Don't worry about design particulars in the beginning. It's best to decide on the format and formulate design ideas along the way.

The newsletter will require careful planning. Careful planning, however, cannot always overcome scheduling difficulties such as overburdened typesetters, procrastinating printers, or a broken photocopying machine. Instead, good planning will ensure a better quality publication, crisis or not!

The following items should be carefully scheduled:

- Determining a budget
- Assigning articles
- Editing articles
- Typing clean copy
- Sending copies to typesetter/desktop publisher
- Obtaining art and photographs to supplement copy
- Preparing rough layout of newsletter design
- Laying out newsletter or send to graphic artist
- Running copies
- Mailing newsletter
- Following up to see that newsletters were received

The above schedule is listed in sequence; however, work backwards, considering the last deadlines first. For example, if the deadline to receive the newsletter is August 1, work backwards on the calendar, allotting time for each item, until step one is reached. This will be the starting date. Of course, this time period would vary depending on whether or not a typesetter and/or outside printer is used (rather than using a home computer and copier). Discuss the deadlines with writers, typesetters, and printers and use this "backward" method to come up with a workable schedule.

The Newsletter Budget

Without a budget, the newsletter will never see the inside of a mail bag. To determine how much money is needed, consider the following:

- The frequency of publication
- The estimated typesetting and graphics charges
- The type and cost of paper
- The number of copies to be printed
- The estimated mailing cost

For the best results, call or visit a typesetter, printer, and postmaster before compiling a final estimate. The following options should be considered for funding the newsletter:

- **Internal Financing.** Chapter funds are usually crucial for a newsletter's existence. Present to the chapter the reasons for a newsletter, a completed CPG,

and cost estimates. Explain to the chapter the need for a communication tool and the costs of producing a newsletter. Emphasize that the chapter's commitment to good communication is a key to survival.

- **Advertising.** Paid advertising space is another viable source of funding. Jaycees belong to an age group advertisers often want to reach. If community and civic leaders are to receive the newsletter, advertisers get an added public relations benefit. When planning the layout of the newsletter, reserve space for paid advertising. Divide a page into sections, scaling rates according to the size of the ad and the frequency of space reserved. The rates should depend on circulation and format, and the newsletter's general visibility in the community. Charges should be increased for color ads.

- **Trades.** Trades sometime prove more useful than paid advertising. Typesetters, printers, and paper suppliers are excellent trade sources. They may provide free or discounted services in exchange for a free advertisement.

- **Corporate sponsors.** Many Junior Chamber chapters secure sponsorships from companies. A newsletter may be funded totally through one sponsor, often resulting in a higher quality publication than chapter funds alone would allow. Prepare a proposal for the support of businesses or individuals as sponsors.

- **Patrons.** Patrons are an ideal way to fund the newsletter. People often donate money for no other reason than to support the Junior Chamber. Patrons may be area businesses, community leaders, or simply generous individuals.

All trades, corporate sponsors, and patrons should be regularly recognized in the newsletter.

The Newsletter Content

The content of the newsletter should include:

- **People.**

- Mention names. Every member's name should appear at least once a year.
- Jaycees of the Month, Quarter, and Year recognition.
- New-member welcomes and brief biographies.
- Announcements of personal events such as weddings and promotions.
- Consistent thanks to committee members and other helpers.
- Feature articles introducing new chapter officers.

- **Events**

- Calendar of upcoming events.
- Information about state and national events.
- Reports from district, regional, state, and

national meetings.

- Visitation reports and plans.
- Topics of discussion and programs for next general membership meeting.
- Minutes of last general meeting.
- Minutes of last Board of Directors meeting.

- **Programming**

- Reports from chairpeople about committee activities.
- Meeting times.
- Personnel needs.
- Reports about completed projects.
- Regular articles by programming Vice Presidents.
- Articles by local directors.
- Articles about state, national, and international programs.

- **General Content**

- President's message.
- Guest editorials from community leaders.
- Guest articles from state officers.
- Special editorials about community problems.
- Results of member and community surveys.
- Letters to the editor.
- Motivational Junior Chamber articles.
- Non-Junior Chamber articles of **general interest**.
- Humor/poems or quotes.



SAMPLE News Release

Affiliated with Junior Chamber International

PO Box 7, Tulsa, OK 74102-0007 • 918. 584. 2481 Fax: 918. 584. 4422

FOR IMMEDIATE RELEASE:

DATE: May 12, 1999

CONTACT:

My Public Relations Officer 000. 000. 0000

My Chapter Junior Chamber Launches Innovative New Program for Entrepreneurs

MY TOWN - The My Chapter Junior Chamber of Commerce, in association with The U. S. Junior Chamber of Commerce (Jaycees), will launch a unique program at 7:00 p. m. on Tuesday, May 26, 1999, at the Doublewood Inn, 3333 13th Avenue South, in My Town, My State. This revolutionary new program is designed to aid current and future small business owners.

The program, called the Junior Chamber Center for Business Advancement (JCCBA), consists of seven modules for training aspiring business owners in the basic elements needed to develop and succeed in their own business. The role of JCCBA is to maximize new business opportunities for young adults while minimizing the associated risks through education, networking, and support. "With more than 80 percent of new businesses failing within the first year, the Jaycees decided there was a pressing need to design and develop a program to help fledgling entrepreneurs," U. S. Junior Chamber of Commerce Chairman of the Board Eric Seidel said.

A recent survey by a national publication asked the participants which occupation they would choose if they could devote one year of their time to it. The number-one choice by 47 percent of the women and 38 percent of the men was "entrepreneur." In a survey by *Swing* magazine, 83 percent of the respondents aged 18-34 said they would rather work for themselves than an established company.

Seidel continued, "People have shown remarkable interest in the program which was first field tested in Greensboro, North Carolina. We are already getting calls from all over the country. In fact, we have more than 150 chapters in 40 states that are actively involved in starting the JCCBA program in their own community. "

"This program gives us a chance to further our community service leadership in an area that most people are interested in. With the strong support we are giving and receiving from our chapters, I feel this program will be as successful as the participants will be in their own businesses," Seidel, added.

For more information about the JCCBA program in My Town, or to register, call My Program Coordinator at 000. 000. 0000. You may contact The U. S. Junior Chamber of Commerce at PO Box 7, Tulsa, OK 74102, or call 800. JAYCEES, to find out more about how you can become a part of this exciting organization.

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