



NAACP

54th Annual Southeast Region Conference

PR Committee Review

April 24, 2006

Committee Chairs:

Denyse Ray

Rashaan Hicks

Job Fair

- 60 radio spots

- 40 TV spots

Generated 3500 attendees

Interviews

- WSOC - Rev. White at Disaster training
- Several throughout conference

Press Conference

Included all local print and television media.

Press Releases

Sent daily throughout the conference to regional print, TV and radio outlets.

LESSONS LEARNED

- Would like to improve PR for other events: Religious Emphasis Day and Youth Activities
- Need a PR Budget to increase exposure to special events (i.e. Blood drive and events away from the hotel).
- Media Training for NAACP Leadership to insure the message is unified and effective.

A few quotes from interviews done by youth reporters at that Freedom Awards Reception.

James Figgs- Thought the training was excellent. Tools were given to do good work.

At the National level the agenda is set and it up to the state and local branches to carry out the agenda. These conventions allow us to make sure we are on task.

Mary E. Perry, Branch President in Wendell, NC. She has been a member for over 41 years. She supports the NAACP because of her experience when she was 16 years old. She did not want anyone to experience the same confrontation she had with the police when she was 16. She is a mother of 4 and she has 6 grandchildren.

Alice Sams- Branch President in Huntsville, Alabama. She is actively involved in the NAACP because it is the right thing to do. It allows us to own a home and make a way for us. They are still fighting for equality and justice. She also is excited about the training provided to the youth. It is exciting to be around to see these young people emerge!

Sherry Sanders- Hilton Head, SC This is her first convention and she said the experience empowered her with knowledge to bring about change. You can do better when you know better. She wished her son a graduating senior could have attend the convention and participate in the training sessions.

Special Thanks to all the volunteers who worked with the PR Committee.