



**Getting the Word Out about SPAC issues:  
Making Public Affairs Public!  
A Simple Guide for the Junior League  
State Public Affairs Committee**

Now that SPAC have begun to select priorities we want the Legislature to focus on, how can we support our efforts and those of our legislators? We can do it by raising awareness of the issues and taking our advocacy efforts public!

The SPAC Public Relations Chair Kristin Calder will provide each League with an official press release following the Fall Conference to announce SPAC Legislative priorities. This release will be followed by updates throughout the year that can be distributed:

**To YOUR Junior League – our Internal Audience:**

Communicate with your Board of Directors, PR Chair, Governance Council, Committee Chairs, Actives, Sustainers and New Members to inform and educate them about SPAC and Legislative Priorities by:

- Presenting the issues to the board, councils, new members, etc at their meetings
- Talking about and presenting the issues to members at JL membership meetings
- Distributing fliers at JL meetings and events
- Turning the SPAC releases into articles for use in JL communications including your: magazine/newsletter/website/League-wide e-mails

**To the Media and Community – our External Audience:**

Provide the SPAC press releases to your JL Public Relations Chair so she can:

- Reach out to local print media - Local, Accent, Non-profit reporters
- Help you create awareness events with good visuals for the broadcast media

**Three Simple Tips for a SPAC elevator speech:**

- Share the facts of the issues
- Share the goals of SPAC
- Share the reason of our actions – compelling testimonials

For SPAC Public Relations questions or assistance, please contact SPAC PR Chair Kristin Calder at [kriscalder@aol.com](mailto:kriscalder@aol.com). Kristin has been a member of the Junior League of Boca Raton (JLBR) for a decade and is the immediate Past President of the JLBR. She has served in numerous leadership roles especially relevant to SPAC: as Public Relations Chair, twice as Publications Chair and twice as a member of the Public Affairs (Public Issues & Advocacy) committee. She has worked professionally in the Public Relations industry for nearly 15 years including the last seven years as Public Relations & Annual Giving Director at the Bethesda Hospital Foundation in Boynton Beach.