



AOLS Communications

BY E. LYNN BROWN *Chairman, Meetings and Services Zone*

During the meeting of Council with the Regional Group Chairmen and Vice-Chairmen held May 15, 1981, I had the opportunity to relate the importance of public relations at the regional group level. Mr. Aronec's address at our last Annual General Meeting struck home the fact that we are now suffering from our past inattention to communications.

There are three areas of communications into which we are trying to make new roads. Firstly is INTERMURAL communication, to improve our relationship with other professional and para-professional organizations. This can be accomplished via combined seminars and meetings and getting press in their "Quarterly" publications. Each regional group could accomplish a great deal by planning a regional group meeting in conjunction with your local lawyers, real estate agents, appraisers or mortgage officers etc.

Secondly is EXTRAMURAL communication with the public at large. Each surveyor has a certain responsibility to ameliorate the profile we exhibit to the public. The Communications Committee has already prepared a few speakers kits that could assist you in making a presentation to your local real estate board, Bar Society, High School Career's Day etc.; however you, as your regional group's reporter, should be "on the

snoop" for any news or experience about a surveyor in your group that would make an interesting article in your local newspaper. Daily papers especially in suburban communities are always very receptive to prepared articles of interest, especially on Monday mornings. The editors of these papers find themselves faced with a lot of blank newspaper pages to fill before the presses roll early Monday afternoon. A photograph and story outline of the executive of your regional group is one example of a good press release. Another excellent opportunity for press is the presentation of a retirement certificate to a recently retiring member of your district. These certificates will be forwarded to an executive member of your regional group as soon as the Association office receives notice from the member of his intent to retire. Do not overlook the opportunity to recognize these members who have supported our Association and have served the public as an OLS for so many years. Arrange for the local press to attend any special event your group or one of your regional surveyors is undertaking (Career's Day exhibit at a High School etc.)

INTRAMURAL communication is the third area that you as "Quarterly Reporters" are most responsible for. Your submissions to the Quarterly will do a lot to improve our inter-member com-

munications. The surveyors outside your regional group are interested to read the topics you are discussing. I am always impressed with the very topical matters raised by the regional groups (especially Northwestern, Northeastern and Eastern).

The surveyors inside your regional group who have missed a meeting (or who seldom attend one) are indeed encouraged to attend having read your report and in turn realizing the importance of your interesting topics of discussion. It is most important that our inter-member communication is improved. We all suffer from the silence. We must do all we can to get our regional group members talking to each other rather than about each other.

The OLS Quarterly Editorial Board wants to keep the publication interesting with material to which all groups can relate. Please do your very best to submit an overview of your regional meetings and social/special events or any anecdote of human interest (a member receiving an award, the discovery of an old survey marker, other actual experiences etc.) to the Quarterly and your local newspaper. The regional groups are useful vehicles for advancing good public relations . . . their familiarity with local conditions makes them best-suited for public relations at the local level.

We value your correspondence and activities, so do not hesitate to contact either Andy or I for assistance. Above all . . . do not be hesitant to search out interesting articles. ●

SUN—JANUARY, 1982

ASTRONOMICAL TABLES

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