

FIRST IMPRESSION LASTING IMPRESSION

Focus	To increase awareness of different aspects of public relations.
Group Size	Entire class
Time Required	2 class periods
Materials	“Suggested Responses for Brainstorming” (Teacher Resource) Butcher paper and marking pens Student Handouts: <i>In Your Experience</i> <i>Self-Assessment</i> <i>Public Relations</i>
Setting	Standard classroom
Process	Day 1 <ol style="list-style-type: none">1. Students complete the survey, <i>In Your Experience</i>.2. Discuss the differences in responses. How do the varying aspects of public relations relate to individuals, businesses, schools, clubs, teams, etc.?3. Students complete the handout: <i>Self-Assessment</i>.4. Follow up with a discussion of their responses.5. Discuss the concepts addressed in the student handout, <i>Public Relations</i>. Day 2 <ol style="list-style-type: none">1. Review the previous day’s lesson.2. In groups of 4-6 students, brainstorm idea lists under the following categories of public relations (see List of Suggested Responses):<ul style="list-style-type: none">• Welcoming Qualities of the Physical Environment• Welcoming Verbal Comments• Personal Behaviors that are Welcoming3. Give students 2-3 examples in each category before they begin brainstorming. Provide ample time for idea generation. <i>Variation:</i> Assign each group a category.4. Have groups report ideas to the entire class.5. Make comparisons of these ideas to a national business, your school, your home, and you as a person. Select suggestions that would be beneficial to students personally, your school, a social organization, or a business.

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SELF-ASSESSMENT

4=Always 3=Most of the Time 2=Occasionally 1=Seldom 0=Never

1. When you meet a person for the first time, do you make it a point to remember his/her name, make eye contact and smile warmly? _____
2. Do you make it a point to brighten people's day by doing or saying something that brings a little sunshine into their life? _____
3. Do you have "telephone etiquette"? _____
4. Do you understand and observe most rules of etiquette with regard to introductions and table manners? _____
5. On the job, do you make it a point to go out of your way to help customers or people who request service or information? _____
6. In social, professional or business situations, do you attempt to put your best foot forward through dress, appearance and behavior? _____
7. Do you express gratitude to others by sending thank you notes or verbalizing your feelings after a situation that requires such correspondence? (gifts, social situations, etc.) _____
8. Do you belong to service oriented organizations which allow you to provide energy and time to say "thank you" to your school or community? _____
9. Do you go the extra mile on the job (school activity projects, school work)? _____
10. Do you recognize the achievements of others by comments, notes or public acknowledgements? _____

TOTAL SCORE:

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PUBLIC RELATIONS

Some Important Keys

Attitude:	Enjoy serving others Enthusiasm Making others happy Respect for all people
Image:	A strong first impression Personal care to one's appearance Quality work ethic
Information:	Know your place of business or school Seek training and knowledge Know your community Know how people see you and your school
Style:	Create your own personal style Check your body language Keep smiling

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SUGGESTED RESPONSES FOR BRAINSTORM

Teacher Resource Material

Welcoming Qualities of a Physical Environment

pleasing smells
up to date display cases
soft lighting
fresh air
rocking chair
candy jar
cards
well-tended landscaping
sunny room
matching colors
carpeting
directions to areas
clean restrooms
visitor parking

live plants
up to date bulletin boards
fireplace
soft pillows
soft music
flowers
fresh towels
porch light at night
brightly lit parking lot
graphics
welcoming signs
comfortable furniture
good food

Welcoming Verbal Comments

Good morning
Congratulations
That's OK
I understand
You did a great job
Happy Birthday
Please come in
Come back soon

Thank you
May I help you
We missed you
I like that idea
Happy Holiday
I am impressed
Yes
I enjoy having you here

Personal Behaviors that are Welcoming

smiling
loaning items
careful listening
sharing
accepting praise
noticing new clothes
observing important occasions
practicing good manners
holding open a door
bringing flowers
waiting your turn

giving a pat on the back
showing patience
shaking hands
sending notes
showing interest
picking up litter
offering a chair
expressing regret
hugging (where appropriate)
apologizing

