



Continuing Education Self-Assessment

Participants enrolled in the Township Governance Academy (TGA), MTA's credentialing program, may obtain 2 elective credits for successful completion of this quiz. To obtain credit, participants must answer the following 10 multiple-choice questions by circling the correct answer and receive a minimum passing score of 70 percent. The questions are based on content from the article, "Positive PR: Telling your township's story". There is no charge for MTA members to take the quiz or to obtain TGA credit.

Completed quizzes should be faxed to (517) 321-8908 or mailed to: MTA, PO Box 80078, Lansing, MI 48908-0078. MTA will notify you of your results within two weeks after receiving your quiz. **IMPORTANT:** Please keep a copy of your completed quiz in your TGA binder. For information about TGA, call (517) 321-6467, email tga@michigantownships.org, or visit www.michigantownships.org/learning/tga/.

TGA Continuing Education Positive PR: Telling your township's story

NAME: _____ TOWNSHIP & COUNTY: _____

EMAIL ADDRESS: _____

- Public relations is:**
 - A statutory duty required by state law
 - An integral part of doing a township official's job well
 - The responsibility of a supervisor or manager
 - Needed primarily for larger townships
- What is the most effective platform for public relations?**
 - Facebook and Twitter
 - Local news articles
 - Township website updates
 - Any platform most used by residents
- When communicating with the public, township boards should:**
 - Speak individually to help the public understand each member's point of view
 - Let the supervisor or manager decide on public messaging
 - Speak as one body with each member on the same page
 - Ask the public how they want to hear from the board
- Who should be in charge of your township's public relations efforts?**
 - It doesn't matter who the person is, as long as they're assigned the job
 - All township officials should pitch in when they have time
 - The supervisor should take the lead
 - A summer intern or office manager
- What are some keys to successful public relations on social media?**
 - Post updates in your spare time
 - Avoid responding to resident complaints
 - Share positive news about your township
 - Post primarily when something about your township comes up in the news
- How can you help to ensure your township's news is covered in your local media?**
 - Send a press release to a general news inbox
 - Reach out to the reporter and build a relationship
 - Post your news on the township's Facebook page
 - Include it in your township newsletter
- What is NOT an example of a community event that can help boost your public relations?**
 - A fire station open house
 - A fall festival
 - A 5K race
 - A monthly board meeting
- How should your township handle communications in times of crisis or controversy?**
 - Limit the information available
 - Issue a general press release
 - Frame the story for the public
 - Engage in social media debates
- Officials in townships without a thriving online presence:**
 - Will not be engaged in public relations
 - Should spend time in community hubs and join clubs
 - Should hire someone to start a Facebook page
 - Are not fulfilling their statutory duties
- What is a good first step in public relations for all townships?**
 - It depends on your residents' needs
 - Post a monthly update on the township website
 - Create a Facebook page
 - Reach out to your local reporter