

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.

<p>1. Name and address of registrant</p> <p>RONI HICKS & ASSOCIATES, INC.</p>	<p>2. Registration No.</p> <p>T.I.N. # 95-3373645 5154</p>
<p>3. Name of foreign principal</p> <p>INDEPENDENT ORDER OF FORESTERS</p>	<p>4. Principal address of foreign principal</p> <p>789 DON MILLS RD. DON MILLS, ONTARIO, CANADA M3C 1T9</p>

5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify) _____
- Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

- a) Principal address.
- b) Name and title of official with whom registrant deals.
- c) Principal aim

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 REGISTRATION UNIT

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

THE INDEPENDENT ORDER OF FORESTERS IS A CANADIAN CORPORATION THAT IS A NOT-FOR-PROFIT FRATERNAL BENEFIT SOCIETY LICENSED IN THE UNITED STATES AND CANADA - U.S. IRS CODE 501(c)8, T.I.N. 98-0000680

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal Yes No

Owned by a foreign government, foreign political party, or other foreign principal Yes No

Directed by a foreign government, foreign political party, or other foreign principal Yes No

Controlled by a foreign government, foreign political party, or other foreign principal Yes No

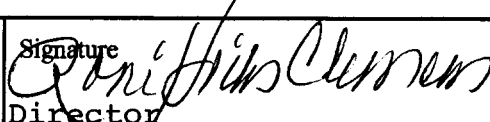
Financed by a foreign government, foreign political party, or other foreign principal Yes No

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

THE INDEPENDENT ORDER OF FORESTERS IS A CANADIAN CORPORATION THAT IS A NOT-FOR-PROFIT FRATERNAL BENEFIT SOCIETY LICENSED IN THE UNITED STATES AND CANADA - U.S. IRS CODE 501(c)8, T.I.N. 98-0000680

Date of Exhibit A 1/23/97	Name and Title RONI HICKS CLEMENS President/Creative RONI HICKS & ASSOCIATES, INC.	Signature 
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INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant RONI HICKS & ASSOCIATES, INC.	2. Registration No. T.I.N. # - 95-3373645 5154
3. Name of Foreign Principal INDEPENDENT ORDER OF FORESTERS	

Check Appropriate Boxes:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

(see attached)

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

(see attached)

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B 1/23/97	Name and Title RONI HICKS CLEMENS President/Creative Director	Signature <i>Roni Hicks Clemens</i>
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Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political interests, policies, or relations of a government of a foreign country or a foreign political party.

PUBLIC RELATIONS SERVICES

A G R E E M E N T

THIS AGREEMENT made as of the 16 day of December, 1996.

BETWEEN:

RONI HICKS & ASSOCIATES, INC.

("Agency")

and

THE INDEPENDENT ORDER OF FORESTERS

("IOF")

and

HENRY DeVRIES

("DeVries")

WHEREAS, the IOF wishes to purchase certain public relations services from the Agency. In consideration of the mutual promises contained herein, the parties mutually agree as follows:

SERVICES

- 1. The Agency, represented by principal DeVries, agrees to provide, and the IOF agrees to purchase, certain public relations services for the period January 1, 1997 to December 31, 1997. These services shall include a Core Public Relations Program (herein "the Core Program"), which is described in Exhibit "A" attached hereto. Exhibit "A" may be amended from time to time by the parties in writing.**

The Agency also agrees to provide other public relations and marketing related functions, herein referred to as "Additional Services", which may be required by the IOF from time to time. Any Additional Services to be provided to the IOF over and above the Core Program shall be agreed to in writing, and signed by both parties, prior to any Additional Services being rendered.

TERM

2. The Agency shall provide the agreed to public relations services for the period January 1, 1997 to December 31, 1997 unless this agreement is terminated earlier as provided herein.

COST OF CORE PROGRAM

The IOF agrees to pay the Agency for the Core Program, and the Agency agrees to provide the Core Program for the following fees and expenses, which cover staff time and fixed core expenses:

MONTH	HOURS	FEES	EXPENSES	TOTALS
January	545	\$36,000	\$9,500	45,500
February	545	\$36,000	\$9,500	\$45,500
March	545	\$36,000	\$9,500	\$45,000
April	545	\$36,000	\$9,500	\$45,000
May	485	\$32,000	\$8,500	\$40,500
June	485	\$32,000	\$8,500	\$40,500
July	485	\$32,000	\$8,500	\$40,500
August	485	\$32,000	\$8,500	\$40,500
September	410	\$27,000	\$7,000	\$34,000
October	410	\$27,000	\$7,000	\$34,000
November	410	\$27,000	\$7,000	\$34,000
December	410	\$27,000	\$7,000	\$34,000
TOTALS	5,760	\$380,000	\$100,000	\$480,000

For the purposes of this agreement, the fees for "fixed core expenses" shall cover all ordinary and on-going expenses to the Agency for providing the Core Program and including but not limited to the cost of: telephone equipment, telephone time and long distance charges, rent, travel, photocopying, staff benefit costs, printing, etc.

The IOF shall not be billed for any additional fees or expenses for the Core Program unless it has specifically agreed to them in writing prior to such fees and expenses being incurred.

ADDITIONAL SERVICES

For any Additional Services beyond the Core Program, the Agency may charge its staff time as follows:

Henry DeVries	\$100.00/per hour
Jennifer Lentin	\$60.00/per hour
Adina Sullivan	\$50.00/per hour
Ceci Hurtado Anderson	\$50.00/per hour

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The IOF may require additional public relations services beyond the Core Program. Any Additional Services above the Core Program must be agreed to in writing by both parties and shall form part of this agreement. Agreements for Additional Services shall include an estimate of time, and staff charges needed to complete the work.

The Additional Services, and its estimated cost which may be considered by the IOF for 1997 includes:

PBA tournament support costs	\$22,000
Fingerprint program	\$36,000
Child abuse/better parenting	\$40,000
Court PSA billboards	\$25,000
Disaster relief contingency	\$13,000
Never Shake A Baby campaign	\$36,000
Marshal training session in D.C.	\$22,000
NFCA support	\$18,000

This service shall be separately agreed to in writing if it is to be undertaken.

ADDITIONAL SERVICES EXPENSES

If the Agency is authorized to undertake Additional Services above the Core Program, the IOF shall pay for any additional expenses created by the Additional Services. These expenses shall include long distance, telephone charges, facsimile, courier, photocopying, travel etc. These disbursements shall be detailed in monthly invoices which shall be sent to IOF.

SUB-CONTRACTING

The Agency may, from time to time, sub-contract any of the Core Program or Additional Services already agreed to. The cost of any sub-contracting shall be paid for by the Agency out of the fixed Core Program or Additional Services fees and expenses, and shall not be billed to the IOF. If any sub-contract for work is to be charged to the IOF, the Agency must obtain IOF's approval in writing prior to sub-contracting the work.

HIRING FORMER IOF EMPLOYEES

The Agency and DeVries shall use their best efforts to hire former IOF employees, Jennifer Lentin, Adina Sullivan and Ceci Hurtado Anderson, to work on the IOF Core Program for the term of this agreement. At the time of execution of this agreement DeVries has told IOF that he has made offers of employment to these people.

INDEPENDENT CONTRACTOR

The Agency agrees that its employees, principals, agents, and contractors are not employees of the IOF.

Any former employee of the IOF who becomes an employee or contractor of the Agency shall acknowledge in writing, prior to commencing work on the IOF account, that they are independent contractors, that they have accepted severance from their IOF employment and that any work done for the IOF under this agreement shall not create an employment relationship with the IOF.

SUPPLY CONTRACTS

Any artwork, graphics or mechanical items, such as printing, typesetting, photographic, artwork, or specialty items, required to support the IOF Core Program shall be obtained if possible through the IOF's in-house Printing and Graphics Department.

In the event that the IOF's Printing and Graphics Department is not able to provide the necessary service, then the Agency may, after obtaining written approval from the IOF, purchase these services elsewhere. In this case, the Agency may charge a commission of 17.65% on the actual cost of the contract.

The previously arranged 1997 ABC TV and PBA Tournament Agreement each for \$155,000, shall be billed directly to IOF and no commission/markup shall be charged.

BILLING PROCEDURE

The Agency and the IOF agree to the following billing procedures, unless otherwise specified in writing.

- a) The Core Program monthly fee shall be due and payable in advance. Payment shall be made within ten (10) days of receipt of the invoice;
- b) Staff charges for Additional Services, outside production work, etc., and any expenses related thereto shall be billed monthly as incurred. Payment shall be made within ten (10) days of receipt of the invoice, unless the IOF has requested clarification of or disputes an invoice. In this latter case, payment shall be made when the IOF has been satisfied as to the charges presented in the invoice;

Any invoice not paid within thirty (30) days from its receipt by the IOF, unless it has been formally disputed in writing, shall bear interest at the rate of Citibank Prime, plus 1.5% per annum, until such payment is received.

IOF FILES

Prior to the commencement of this service contract, IOF's Group Vice President-Organizational Effectiveness, and the Human Resource Manager, reviewed the files of the USHQ Public Relations Department. With the approval of the Group Vice President-Organizational Effectiveness, the Agency has been given a duplicate copy of the Public Relations Department files which are listed on Exhibit "B" attached hereto. The original files have been kept by IOF. The IOF shall have the right to require return of these files at any time upon written notice.

During the term of this agreement the IOF shall have the right to inspect the books and records of the Agency, as they pertain to IOF business, during regular business hours at the premises of the Agency.

MONTHLY REPORTS/RECORDS

The Agency shall create monthly written reports on the status of the Core Program and any Additional Services, to be reviewed by the IOF. Such reports shall specify details of work the Agency has done, the name of the consultant completing such work, the number of hours spent and the amount of expenses incurred by the Agency in completing such work.

The Agency's representative, DeVries, shall work directly with the IOF's representative, Frank Smith, or his delegate, to ensure an ongoing communication between the Agency and the IOF.

The Agency shall create records/conference reports of meetings between the Agency and the IOF, which shall be faxed to the IOF for review. Unless the IOF objects in writing within ten (10) days or receipt of these records/conference reports, they shall be considered an accurate summary of the meeting.

TERMINATION PROVISION

This agreement may be terminated by either party for any reason on thirty (30) days written notice to the other party, addressed to that party's representative as stated herein.

Service of such written notice in person or by facsimile or regular or registered mail shall be sufficient.

This agreement may be terminated without notice by either party for cause. Cause shall include, but is not limited to, a breach of confidence by one party which in the reasonable opinion of the other, renders it impossible for the public relations representation to continue.

ARBITRATION

In the event of a dispute between the parties on the interpretation of the agreement, and in particular, the termination for cause provision, the parties agree to present their dispute to a single arbitrator, following the rules and procedures of the American Association of Arbitrators. The prevailing party in any arbitration shall be reimbursed its full legal costs.

OWNERSHIP OF PROPERTY AND MATERIALS

It is agreed that all artwork, proposals, files, etc., created in providing the IOF Core Program are the property of the IOF. These materials shall be returned to the IOF on the termination of this agreement.

INDEMNITY

The Agency and DeVries hereby agree to indemnify and hold the IOF harmless from and against any liability, claims or actions for libel, slander, defamation, copyright infringement, idea misappropriation or invasion of rights of privacy, or any other claims arising out of any materials which have been prepared by the Agency for IOF. The Agency shall also fully indemnify the IOF

for any claims or actions against it based upon the contents of any publicity material prepared by the Agency without IOF's written approval. This obligation to indemnify shall continue after the termination of this agreement.

Notwithstanding the foregoing, if any of these claims is based upon materials supplied to the Agency by IOF, then IOF shall indemnify the Agency in respect of such claims.

CONFIDENTIALITY

The Agency hereby agrees that it shall keep confidential any and all information concerning the IOF, its business affairs and operations, and its present and former employees, which have become known to the Agency and its principals, officers, employees and contractors, by reason of their providing the public relations services to the IOF and by reason of certain of the Agency's employees having been former employees of the IOF, and which the IOF has advised the Agency it considers to be confidential in nature.

The Agency and its employees shall not disclose to any other person, including outside suppliers, any confidential information unless such disclosure is required to perform the public relations services contracted for in this agreement. Prior to any disclosure to non-agency staff, a written confidentiality agreement shall be obtained from any suppliers or other parties to IOF information. The Agency shall obtain from each of its employees or subcontractors a written confidentiality agreement prior to their performing any IOF work.

NOTICE

Any notice required under this agreement shall be sufficiently given if sent in writing to either party as follows:

IOF:
Frank Smith, Group Vice President-Organizational Effectiveness
789 Don Mills Road
Don Mills, Ontario
M3C 1T9

Roni Hicks & Associates, Inc.:
Henry DeVries
1875 3rd Avenue
San Diego, California
92101

Either party may change their address for notices from time to time by providing notice thereof in writing.

LAW/SUCCESSORS

This agreement and its interpretation, construction and enforcement shall be governed and construed in accordance with the laws of California. This agreement shall enure to the benefit of and be binding upon the respective successors and assigns of the parties.

In witness WHEREOF, the parties hereto have executed this agreement either individually or by their respective officers duly authorized.

Date: Dec 16 1996

THE INDEPENDENT ORDER OF FORESTERS
Per: [Signature]
Authorized Signature

Date: Dec. 19, 1996

RONI HICKS & ASSOCIATES, INC.
Per: [Signature]
Authorized Signature

Date: Dec 16 1996

[Signature]
HENRY DeVRIES

Date: Dec. 19, 1996

[Signature]
RONI HICKS CLEMENS

EXHIBIT "A"

The IOF Core Program Public Relations Program to be provided shall include, the current tasks performed by the Public Relations Department at USHQ. These tasks shall be further enumerated in detail after the audit by the Internal Audit Department. These tasks include:

1. Government relations (the Marshal Program)
2. Issues management white papers
3. ChildPrint fingerprinting
4. Court Public Relations (the PRO program)
5. Parenting material
6. Phone and mail requests
7. Publicity
8. Media Relations
9. Assistance in providing good works programs
10. Supervising projects such as pro-bowlers tournament, (Toronto), and Childhelp IOF Forester Hotline



The Outsourcing of Public Relations Services 1997

Henry J. DeVries, FIC, APR
Vice President Public Relations

October 1996

THEN AND NOW

Since 1990, the goal of the IOF Public Relations Department has been to promote the name and accomplishments of the IOF Foresters in North America so as to establish our reputation as a visibly effective service organization in our communities. The department has sought to manage external relationships that are important to the IOF Foresters as a whole, that is, find, build and maintain strong bonds with key external groups the IOF needs to grow and thrive.

As a result of these intentions, the amount of exposure IOF receives annually has increased more than 100 fold since 1990. Though the amount of exposure has increased substantially, positive relationships and reputations do not maintain themselves. There is always a need for continued public relations efforts.

Henry DeVries as well as Jennifer Lentin and Adina Sullivan have developed and managed the core public relations programs. They have built relationships with all areas of the IOF including the Field Force, Courts and Administration as well as with external relationships that are vital to the IOF. Henry and the members of the public relations team are ready to transition these core project efforts from the standard IOF employee work arrangement to an outsourcing form of project management. Thanks to the continued use of the PR 800 numbers and PROFS as well as telephone and fax access, the outsourcing of core public relations services will be a seamless transition.

Under this plan the following core projects would be managed on an outsourcing basis:

ChildPrint	Media Relations/Publicity
Childhelp IOF Foresters Hotline	Professional Bowlers Assoc (PBA) Tour
Government Relations	Public Relations Materials
Issues Management	Public Relations Officer Program

CHILDPRINT

The ChildPrint free fingerprinting and identification program for children has been a popular program for District Offices and Courts alike with well over 1 million children fingerprinted thus far. The program provides a valuable joint Office/Court community service project that promotes awareness and can result in the generation of leads.

Jennifer Lentin would continue to manage this project. Each year, special materials are offered to Courts and District Offices participating in ChildPrint activities. These materials include image and awareness promoting items such as banners, posters, balloons, pins, t-shirts, etc. Jennifer would also continue to monitor the program for positive ChildPrint stories that can be forwarded to the media and other Foresters.

One such story came from Tacoma, WA, where two runaway children were located soon after their disappearance thanks in part to ChildPrint identification cards.

CHILDHELP IOF FORESTERS HOTLINE

Childhelp USA and the IOF Foresters have a valuable relationship in the Childhelp IOF Foresters Hotline. About 40% of the visibility the IOF generates in North America comes from the hotline. The IOF Foresters donation of \$150,000 only covers about 15% of the operating costs of the hotline. Each month about 250,000 shopping carts in 8,000 grocery stores, which seen by 10 million shoppers, carry a hotline message and the IOF Foresters logo. The hotline name and number also appear on television shows and movies. As the largest 24-hour North American child abuse prevention hotline, the Childhelp IOF Foresters Hotline provides a credible, celebrity endorsed vehicle that can be promoted in the U.S. and Canada. Henry will continue to work hard in maintaining this relationship and maintain publicity efforts to keep the hotline in front of the media and, in turn, the community.

GOVERNMENT RELATIONS

In recent years, fraternalists have come to realize that many elected public officials do not have a solid base of knowledge about fraternalism. It is important that officials know about the good things fraternal benefit societies do in the community and for families.

As part of a coalition with other members of the National Fraternal Congress of America (NFCA), the IOF Foresters is part of the Marshal Program that encourages its member societies to build relationships with elected public officials -- not lobbying for any particular cause or legislation, but to share with their representatives the fraternal message of volunteers doing good things. Jennifer Lentin manages this vital IOF project.

Though government relations have been focused primarily on the U.S., Jennifer and Adina will work with the Canadian Public Relations Officers to launch a Canadian component in 1997.

ISSUES MANAGEMENT

Recruiting new members (sales) is of vital importance to the IOF Foresters. Organizations either grow or die, but it does not happen in a vacuum. The IOF's ability to grow and thrive also depends on relationships with government, the media, regulators, special interest groups and others. Creating an environment that is hospitable for the Field Force to function in is a primary concern.

On an ad hoc basis, Henry and the PR team will continue to provide the organization an early warning system or intelligence service on issues that can affect the IOF and will make quarterly recommendations to senior management regarding challenges and opportunities.

The public relations department issues management task force to do the following:

- anticipate, research and prioritize issues
- assess the impact of the issues on the organization
- recommend policies and strategies to minimize risk
- implement strategy to influence desired behavior
- build coalitions to help us win (e.g., - NFCA)
- evaluate program impact

Issues on the immediate agenda include:

- maintaining tax-preferred status
- preventing telemarketing restrictions
- mitigating rate and pricing consumer advocacy groups
- influencing new regulations

MEDIA RELATIONS/PUBLICITY

Building awareness is a key element in any sales and marketing strategy. The decision process model shows that awareness is a critical first (awareness + interest + desire = action). This is why Prudential and Met Life spend more than \$100 million annually on advertising. Human communication research also shows that lack of awareness (or evidence of other's awareness, such as testimonials and reprints of positive media stories) is detrimental to sales. Here's how people think: "If I haven't heard of you, you can't be very good."

Instead of advertising like commercial life insurance organizations, the IOF seeks awareness through publicity, which is pursuing free editorial space in the media through the creation of newsworthy projects that serve the public interest. This is in line with establishing our reputation as a visibly effective service organization in our communities.

On the flip side, negative media attention can be very damaging to sales and other relationships (e.g., - prospective Field Force, current members, elected public officials, opinion leaders, regulators).

The PR team has been proactively contacting the media on a regular basis in order to position the IOF Foresters as a voice on issues concerning fraternal benefit societies, better parenting, and child abuse prevention. This method of positioning will move forward in 1997 as well. On a reactive level, Henry and the team will continue to serve as chief spokespersons for the organization during sensitive media investigations.

PROFESSIONAL BOWLERS ASSOCIATION (PBA) TOUR

The ABC-TV telecast and the various support sponsorships of the PBA Tour continue to provide significant exposure. The 1997 event has been designed to increase exposure even more by adding an additional Canadian component to the event. Henry has developed a close working relationship with the PBA and will continue to manage the supervision of this project.

PUBLIC RELATIONS MATERIALS

All public relations projects currently include materials that have been developed to accompany them. These items include media information kits, how-to guides, brochures, forms and posters for ChildPrint, better parenting and prevention of child abuse, PRO program, government relations and IOF sponsored PBA Tour activities. The materials must be monitored for needed additions, deletions and updates. Redesign and reprinting must also be periodically arranged. Monitoring of these materials by Henry and the PR team is necessary to ensure contextual relevance and graphic continuity.

Adina will obtain inventory status from the IOF and then arrange for any necessary changes and printing while the warehousing of materials and fulfillment of requests would still be handled by IOF Foresters personnel.

PUBLIC RELATIONS OFFICER PROGRAM

The Public Relations Officer (PRO) Program was put in place to teach local IOF volunteers the meaning and function of public relations, the potential benefits to the Courts and ways to obtain publicity. Because Court officers change periodically, it is necessary to continually teach the basics of public relations as it pertains to local IOF Courts as well as to update more experienced PROs.

In 1996, a revised North American Public Relations Officer Program was developed and introduced by Adina to update materials and provide new rewards to foster pride and encourage quality publicity efforts. A new communications strategy was also put into place. PROs receive sample news releases, media advisories, PSAs and letters-to-the-editor as well as tips and ideas. Personal phone calls are made to High Court PROs to provide the latest information as well as check for any public relations questions or assistance needs on either the Court of High Court level. This became especially important in the summer of 1996, then the Canadian PRO program, which had received minimal attention, was fully incorporated into the more developed U.S. program.

In 1997, Adina will continue implementation of the revised PRO program and develop a much needed training for High Court Public Relations Officers as they need to be equipped to advise and encourage local Court publicity efforts. Adina will also work with Jennifer Lentin to incorporate a government relations component to the Canadian Public Relations Officer Program.

The Public Relations Officer Program has grown into a source of pride for local IOF Courts. Local members and officers feel a sense of accomplishment when they receive media attention. This is pride for the personal work they have done, local Courts efforts in the community and the IOF Foresters as and organization