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Cc: Mr Moose

Subject: Publicity & Public Relations

The primary role of **Publicity** is to promote lodge events and activities through media coverage, whereas **Public Relations** is the management of community perceptions and information, often in maintaining a positive Moose lodge's image.

The Downers Grove Moose Family Center's policy is to publish something that makes a good impression in our community.

What makes up a good release?

- Author information in the top left of page which contains the authors name, phone number, email address and any other information that would be useful to get in contact with the author.
- Create an eye catching title. Arouse curiosity. Promise to answer a question. Then follow through.
- Opening paragraph should quickly and directly tell the reader what the press release is about.
- Middle paragraphs should furnish more detailed information about the press release. A picture included here from the event is a great idea.
- Final paragraph should be standardized about your lodge and Moose International.

Sloppy, inaccurate, pointless releases are the first to hit the newsroom wastebasket or recycle bin. To make sure yours isn't one of them, avoid the following:

- Providing insufficient or wrong information. Particularly telephone numbers, email IDs or Web Site Address. Press releases must be complete, accurate and specific.
- Writing too long. Too many words. Your press release should be no longer than two pages.
- Sending it too late. Mail, Email or Fax it at least two weeks before an event, or immediately after the event. Include a picture if possible.
- Sending a release with no news value. News is what happens that is different. If it isn't different, it isn't news.
- Blatant commercialism. Avoid words and phrases such as spectacular, incredible, the only one of its kind, breakthrough, cutting-edge, unique and state-of-the-art.
- Omitting a contact name and phone number. At the top of the first, page in the left corner, let editors know who they can call if they have questions.
- Calling after you send a release. Questions like "Did you get my news release?" or "Do you know when it will be printed?" will brand you as a pest. Don't follow up with a phone call to see if the media got your release, unless you are absolutely sure that someone will check for you. Most reporters and editors don't have time.

Still unsure?

Ask for help. Use the local chamber of commerce, **of which you belong**, to help get the press release published. Attend the chamber meetings to network with other business owners in your area.

Use the local Mayors office. His/her staff may have connections to help.

