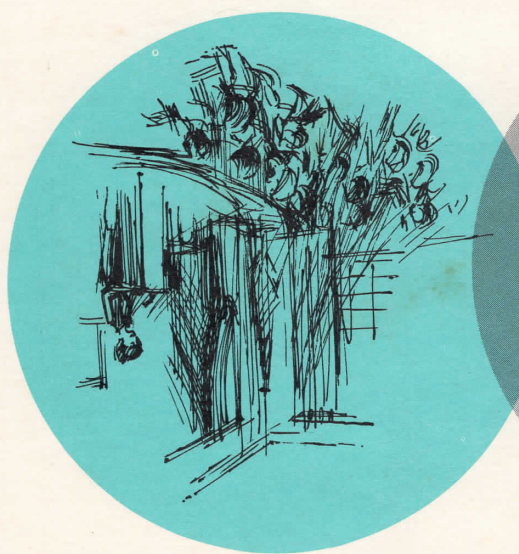


SEARS, ROEBUCK AND CO. TO ASSIST COMMUNITY ORGANIZATIONS
PREPARED BY

PUBLICITY ANSWERS *for club leaders*



"THE PURPOSE OF PUBLICITY IS TO CREATE
AND MAINTAIN PRODUCTIVE RELATIONS
BETWEEN THE CLUB AND THE COMMUNITY;"

- P—ublicize through all news media.
- U—rge your club to make news.
- B—e brief.
- L—earn to write simply, clearly.
- I—nclude all essential information in your stories.
- C—ollect advance information for reporters.
- I—ncrease photo coverage.
- T—ake time to check for accuracy.
- Y—ield to advice of editors and broadcast program directors.

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You have just been appointed publicity chairman of your club. Perhaps you have had some prior journalistic experience, but chances are that as a volunteer you are on your first publicity assignment. After agreeing to do the job, you may have both qualms and questions.

What is the purpose of club publicity?

What can you hope to accomplish for your club through publicity?

Where do you begin?

The purpose of publicity is to create and maintain productive relations between the club and the community.

Effective publicity gets support for club projects, builds membership, and often inspires other groups to assist your programs.

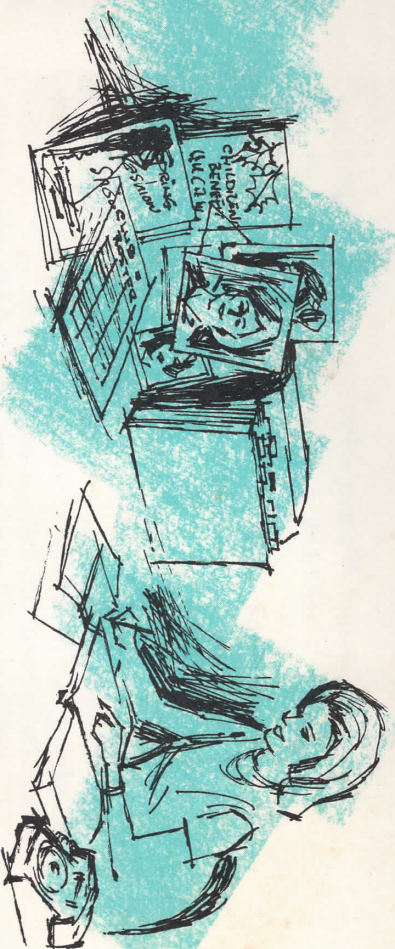
HOW TO BEGIN

As soon as you take office, begin working with the president and program chairman to see that events that can be successfully publicized are built into the year's program.

By designing month-to-month activities that have news value, the quality of your club programs will also be improved. Unusual programs and community projects can become the basis for wide-interest news stories.

As new publicity chairman, evaluate what your predecessor has done. You may be able to follow her example in some things, but remember that in the publicity field, there is always room for new ideas and improvements.

PUBLICITY ANSWERS for club leaders



Organize Background Material Into a File

If your predecessor has left you a file of past publicity and contacts, you are in luck. If not, start your own.

A good working file should contain the following:

1. *Historical background material of your club*
This material will be useful for developing stories and in answering inquiries from editors and reporters.
2. *Biographical sketches and photos*
Assemble brief biographies and photos of local club officials. If the club is affiliated, photos of state and national officers should be in the file.
3. *Copies of club programs for the year*
In the past, if your club has not printed or mimeographed its programs in advance, urge the officers to do so. A published program will serve as a blueprint for long range publicity planning.
4. *Club roster*
Be sure that names, initials, addresses, titles, and phone numbers are accurate. This ready reference will save you time.
5. *List all publicity channels*
Newspapers and radio and TV stations will be your main publicity vehicles. Consult your telephone book for listings. Do not overlook shopper's giveaways, or civic and club newsletters as possible publicity channels.

Contact Women's Page Editors and Broadcast Program Directors

Start with the women's page editors of local newspapers. Since editors are busy people, make an advance appointment by telephone. Have the questions you wish to ask written down.

Tell the editor that you want information and advice that will help you meet the paper's requirements. Get advice on such matters as when to send in advance stories, when to telephone stories, types of coverage to which a staff reporter would be assigned, and deadlines.

Record deadlines for each paper. Careful adherence to stipulated deadlines will result in better press relations and more publicity.

Ask for a style sheet, if the paper publishes one. It will guide you in preparing stories for that editor.

If your club has a yearbook, take a copy to the editor. When no yearbook is available, write briefly the history and purpose of the club and give it to the editor. If she wants a roster of the membership, be sure and furnish her one.

When you call on editors, get information on photo policy. Most metropolitan papers will send a photographer out for important stories. Learn how far in advance papers schedule picture assignments.

Visits to program directors of broadcast stations are also important. Before going to the station, audit programs to get some idea of where your club's publicity might fit into the broadcast schedule.



The program director will tell you how his station handles public service announcements and give you information on taped and live interview shows.

Find out when public service time is available and what type of programming the station broadcasts that might apply to your club.

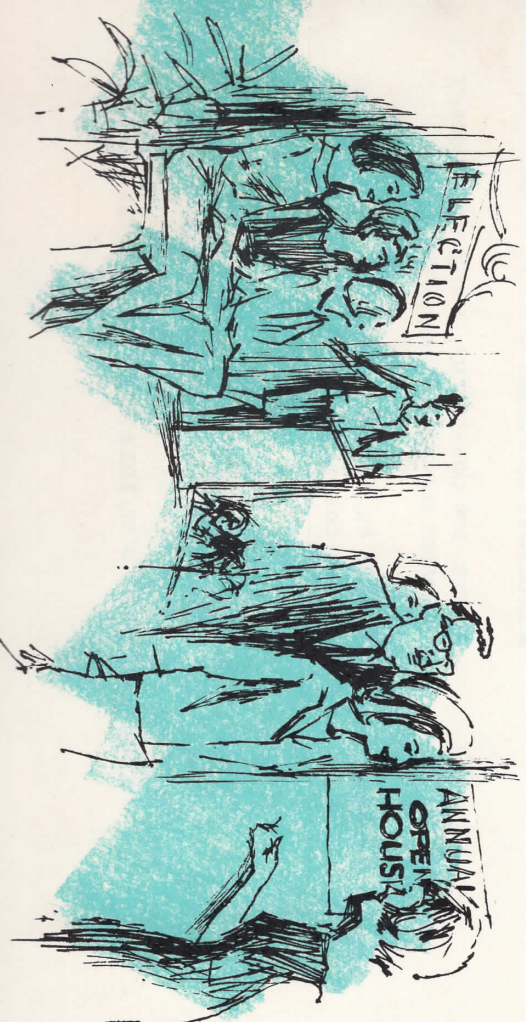
STORIES ARE MADE, NOT BORN

The first law of getting the cooperation of the press is to MAKE NEWS! Stories don't just happen. Your club and its members must create them by sponsoring interesting and worthwhile programs and projects.

There are several categories of newsworthy club activities that make good stories.

1. Regular club events
Election of officers
Installation of officers
Annual open house where club accomplishments are displayed.
Committee reports when they affect the community.
Conventions held locally or news about delegates who attend district, state, or national conventions.

By reviewing your club's calendar of regular events, you will find activities that are good story material or can be made so with a little imagination.





2. Money Raising Events

Money raising projects make good stories when an unusual angle—a news angle—is built into the event. Below are four examples of events that would be stories in themselves, but gain added luster and attraction for the press when a “news peg” is added.

Event

News Angle

Fashion Show A three-generation show featuring grandmother, mother, and daughter as models.

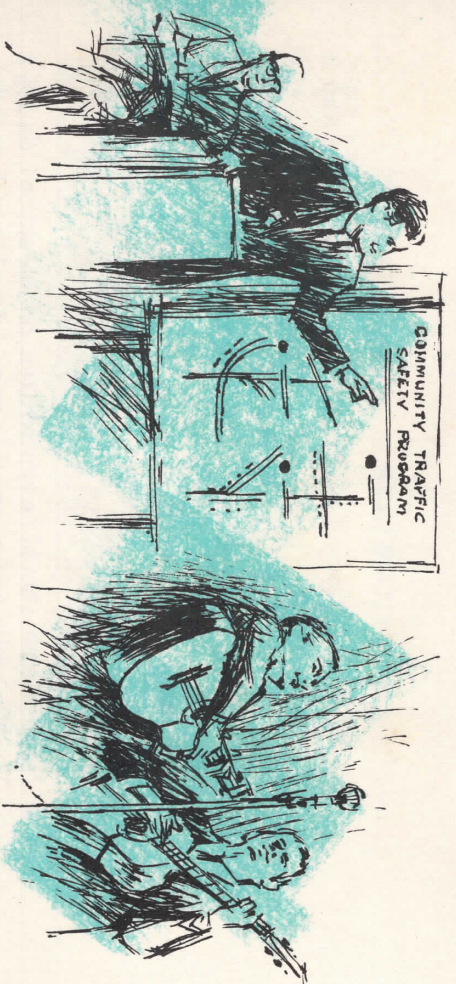
Amateur Play Feature a member of the cast with an unusual background, such as a housewife who was once a Broadway performer.

Auction Articles are donated by locally or nationally prominent persons or unusual items.

Bazaar Feature handwork of special groups such as children, the elderly, or the handicapped.

3. Programs

Banquets, luncheons, or regular meetings featuring name speakers, special study programs, or unusual demonstrations often make good news stories. Remember, the more outstanding the speaker or leader, the greater the news value.



4. Community Projects

A wealth of material for news stories and radio and TV coverage is produced when clubs launch successful community projects, especially those of wide appeal. Health and welfare, education, beautification, traffic safety, overall development and many other projects form the basis for outstanding publicity. *The broader the implication for the community, the better the chance for good news coverage.*

5. Entertainment

Publicizing such events as talent shows, trips, or special parties gives the club the image of sociability and fun as well as one with serious goals. This type of publicity often builds membership. Such events provide excellent opportunities for photo coverage.

HOW TO WRITE A NEWS RELEASE

By establishing yourself with news media as a writer who is accurate, observes deadlines, and limits stories to those with genuine news value, you should get your club's fair share of publicity.

Preparing Your Copy

The form in which you present your story may determine whether it appears in print or is tossed into the waste basket.

- News releases should be typewritten, double spaced, on 8½ x 11 plain white paper, one side only. Allow 1½ inch margins.
- Be sure to use a good typewriter ribbon.
- Never send carbons to newspapers, but be sure to keep carbons for your files.
- Start your story one-third of the way down the page.
- Type name of club followed by name and telephone number of the publicity chairman in the upper left-hand corner with release date in upper right-hand corner.
- Mark "For Immediate Release" if at all possible so news media can use it at once. When asking a paper to hold a story until the event takes place (such as an awards ceremony) be specific: "Release after 9 a.m. Tuesday, March 12."
- Do not break a paragraph at the end of a page.
- If the press release is longer than a page, write MORE at the bottom of the first and succeeding pages up to the last page. Type the name of the club at the top of each page after the first.
- Indicate finish of story by typing "30" or (###).

Writing the Story

Until you are experienced in news writing, a fact outline answering questions of WHO, WHAT, WHY, WHEN, WHERE, and

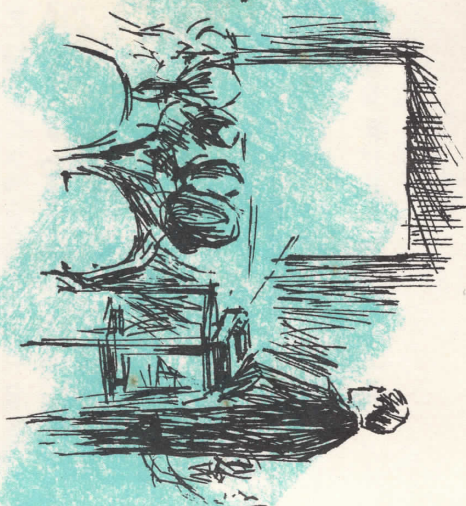
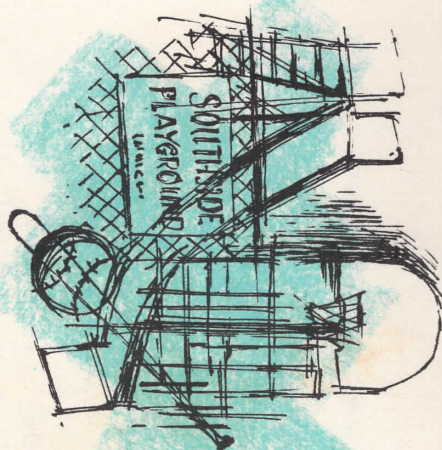
possibly HOW, will help you organize your story before you begin writing it.

The first paragraph, called the lead, should contain the answers to questions raised by the 5 W's listed above. The lead is the most important element in your story. It either inspires the reader to go on—or to set the story aside, unread. If the reader is stopped by your first paragraph, it doesn't matter how good the rest of your story is. It will not be read.

Other paragraphs should be written in declining order of importance. This style is followed so that editors can cut the last paragraph if necessary without destroying the story.

Style Pointers

- Be brief. Use short sentences and short paragraphs.
- Write as though you were talking to a friend, using terms familiar to the average reader.
- Avoid adjectives. Let nouns and verbs tell your story.
- Do not include personal opinions or any type of editorial comment.
- Spell out numbers from one through nine. Use numerals from 10 up.
- The first time a person is mentioned in a story, give the complete name and initials. A man is referred to initially as James S. Martin, thereafter as Mr. Martin. A woman should be first mentioned as Mrs. James S. Martin, never Mrs. Jane Martin, even though she may be a widow. Thereafter she will be referred to in the story as Mrs. Martin. If she is a celebrity, she would be referred to initially as Jane Martin.
- Double-check all names, initials, titles, addresses, and time references.
- Advance stories should be written out. A telephone "on-the-spot" report confirms that the event took place.
- Release "hot" news simultaneously to all news media.



SAMPLE NEWS RELEASE

Community Action Club FOR IMMEDIATE RELEASE
 Mrs. Earl A. Stephens
 Publicity Chairman
 802 Sinclair Road
 Corbina, Michigan
 Phone: 548-729

The Community Action Club will meet at its clubhouse, 218 Fairfield Road, at 8 p.m. Tuesday, September 20, to discuss ways of raising funds to equip the new Southside playground. Mrs. James S. Sinclair, president, announced that membership is open to all women in Corbina who wish to work for community improvement, including the playground project. Cyrus S. Moore, city recreation director, will show slides of the newly acquired land and report on equipment costs. According to Mrs. Sinclair, the goal of the community club is to have playground equipment installed in time for a spring recreation program. The land, donated to the city by the late Calvin Seeley, has been cleared and drained and is now ready for development.

TIPS ON WORKING WITH REPORTERS

Newsworthy club events may not get the publicity they deserve unless you know how to work with reporters and women's page editors. Here are some pointers:

1. Collect background material on events and be ready to answer questions. The more "leg work" you do for a reporter, the easier it will be for him to write your story.
2. Never ask a reporter to clear a story with you. Since it is his job to report the news in a fair and unbiased fashion, he will resent such a request.
3. When a reporter calls you for information, no matter how busy you are, drop everything and give assistance.
4. Never go over the head of a reporter, even when you think you have cause for complaint. On the other hand, do commend reporters to their editors for outstanding reporting jobs.
5. Provide a press table for large meetings.
6. Remember that reporters are guests when they cover banquets and other food functions.
7. Be sure to thank the press for covering meetings.

Additional Ways of Getting Your Story in Print

In addition to regular news stories, there are other press outlets for your club news.

1. Arrange personal interviews.

Invite the press to interview name speakers or club members who have done something substantial. Though this publicity method may have limited use, do not overlook it for well-known personalities and for individuals who have brought about significant accomplishments.

2. Write letters to the editor.

Well written letters to the editor on subjects currently in the news have a good chance of being printed. Since most community projects grow out of need that is often discussed in the press, letters to the editor could get support for many of your club projects.

3. Send items to special columns.

Both women's columnists and general news columnists welcome interesting items that fit their special formats. Read the columns to learn the type of news the columnist might accept. Items submitted should be brief.

4. Inspire editorials.

Special anniversaries with a list of club accomplishments, facts on special projects, or outstanding achievements of club members may be subjects suitable for editorial comment. Furnish the editor with material as well as reasons

why you think the subject would make a good editorial, but do not write the editorial.

5. Send announcements of meetings.

Many papers carry calendars of events for the day or week, including civic and club announcements. Copy for this calendar should be brief, to the point, and written in the style of the column.

When your item is a little too long to fit into the calendar of events, or when no column is carried, prepare a brief item for the women's page. For example:

"The woman's club of Colquitt will meet at the civic center at 2 p.m. Wednesday, March 12. Harold S. Watkins, archeologist, will speak on "The Significance of Artifacts Found in the Oak Ridge Indian Mound."

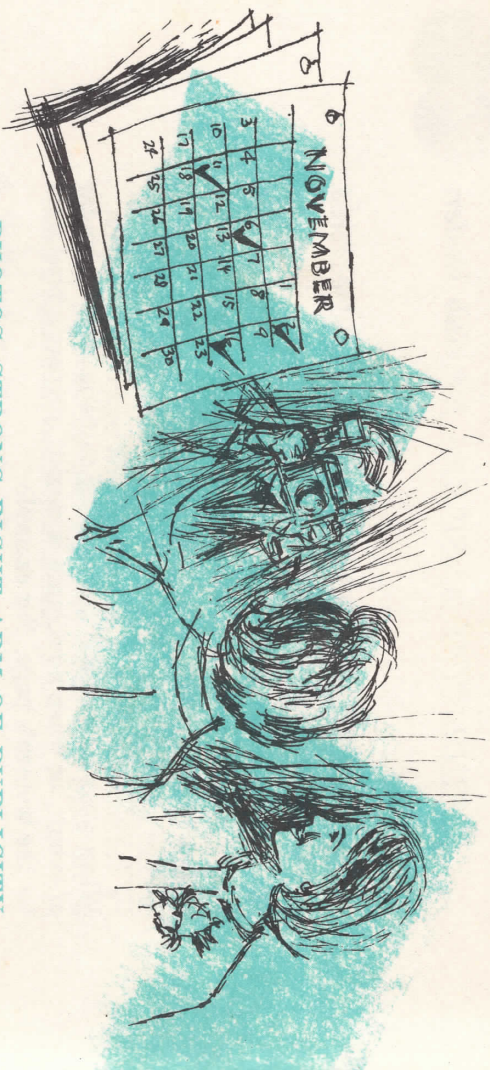
6. Contact Sunday feature editors.

When material for unusual human interest stories can be developed around your club activities, report it to the feature editors. Many Sunday feature sections use a high percentage of photo stories.

7. Watch for special editions of papers.

Some dailies publish a once-a-week neighborhood section that is excellent for local club news.





PHOTOS, STRONG RIGHT ARM OF PUBLICITY

Photo journalism has come into its own as part of any successful publicity program.

Photo coverage sometimes requires more planning than regular news stories, but results in improved publicity. It is well worth the time and patience required to set up interesting pictures.

Study photo stories in newspapers and magazines for ideas.

Look at your club calendar and list events that suggest photo coverage. Think of club activities in terms of action pictures that illustrate objectives and accomplishments. By applying imagination, you will see many opportunities for effective pictures.

How To Schedule Photo Coverage

Requests to newspapers for photo coverage can be handled by memo outlining the picture possibilities, giving the time and place of the event. In actual practice, a telephone call is often more effective for it brings an immediate answer. Your request should be made at least a week ahead of time.

Remember, no matter how far in advance the paper agrees to cover the event, your story is in competition for the photographer's time with other picture stories that may arise.

When editors cannot send out a photographer, learn the paper's requirements and hire a professional photographer, if your club can afford it.

If you cannot get a professional, have a club member with a good camera take pictures. Most papers prefer 8 x 10 glossy prints. If you want your prints returned, be sure to request it.



How To Set Up Photos

When a staff photographer is expected, have everything ready for him with all participants on the site well before his arrival.

Remember, news photos should tell a story that relates to the project. The old admonition, "Don't just stand there—do something!" applies to publicity pictures.

Plan an action picture, not rows of smiling clubwomen with that "just posed" look.

An example of an effective photo story featured a club president posed on a bulldozer at a land clearing ceremony for a public park the club planned to develop.

Photos should feature at the most three people to illustrate an activity. Where it is necessary to photograph a group, it should be as small as possible, not more than five people.

Have a list of names and correct addresses of those who will appear in the picture ready for the photographer. Identify the participants from left to right.

Captions

When only pictures are used, captions should be written in more detail as they must tell the story.

Pictures accompanied by a story call for short captions identifying the people and the activity.

Type captions on plain, white paper leaving paste-up space at the top of the sheet. Paste the top of the sheet to the back of the photo so that the caption appears beneath the photo.

BROADCAST PUBLICITY

Both radio and television provide opportunities for club publicity, though competition for public service air time is often greater than for newspaper space.

Remember, *the more valuable your club's work is to the community, the easier it is to get your story on the air.*

If your message is for a program or spot announcement, deal with the program or public service director. News releases go to the station's news director.

Spot announcements on radio and TV will allow you to convey your message again and again. Repetition increases impact.

Radio and TV copy is written in a more informal style than newspaper stories and should be conversational in tone.

Public Service Announcements

Spot announcements, when well done, may accomplish more for your club than longer programs.

Copy for TV should be timed at a slower pace than for radio.

Sample Timing for Spot Announcements:

Radio	Time	TV*
25 words	10 seconds	12 words
50 words	20 seconds	35 words
150 words	60 seconds	120 words

No public service time can be given to bingo parties or lotteries. If you plan an appeal for funds, check with the station in advance as many stations have rules against broadcasting such announcements.

News Releases for Broadcast

News releases for radio and TV take the same general form as for newspapers, but they should be streamlined and kept under a page in length.

Write out the lead as concisely as possible, covering the pertinent facts as you would in a news story. Attach a fact sheet of additional information for the announcer in case he wishes to expand the story.

Give phonetic spelling of hard-to-pronounce names.

Sample news release for broadcast:

The Culture Club
 Mrs. James A. Farner
 Publicity Chairman
 223 West Street
 Falls Church, Virginia
 Phone: 269-385

For Release:
 Friday, May 10, 1968

Lucy Ann Singleton has won the five-hundred dollar first prize scholarship offered annually by the Culture Club to the outstanding art student of McKinley High School.

Mrs. Paul H. Davis, president of the club, presented the check to the young artist today at a school assembly.

Miss Singleton is the daughter of Mr. and Mrs. Stephen A. Singleton of 18 Denton Drive. She plans to attend the Art Institute of Chicago after graduation in June.

A fact sheet attached to the story might give the names of the judges, a brief quote from the club's art chairman on what the scholarship has meant to past winners, and name the recipient of last year's scholarship.

Such pertinent details may be used by the announcer to expand the story if he wishes to lengthen it.

Interview Shows

An interview show, when properly planned, is a splendid way to publicize clubwork. When you are able to schedule such a show, if you have a choice, select someone with a pleasant, low-pitched voice to represent your club.

Provide the station with a biographical sketch of persons to be interviewed along with major points to be covered.

Be sure that club members scheduled to appear arrive at the studio well in advance of the broadcast.

Persons to be interviewed should be well briefed. They should have the story of the club's accomplishments at their fingertips and tell it with enthusiasm without the interviewer having to "drag" the story from them.

No matter how well briefed participants may be, have important facts typed on note cards as insurance against memory lapses.

infrequent, if you do have an occasion scheduled that you think is important enough to warrant it, be sure and give your story idea to the program director.

Publicize Club Programs

When a member of your club is scheduled to appear on radio or TV, be sure to publicize the program through your newsletter or send post cards giving time and station to members and interested friends. When notice is short, use the telephone to alert members.

YOUR OWN PUBLIC RELATIONS

At the end of your term of office, leave records of your accomplishments as publicity chairman in a scrapbook or file for your successor.

Write letters thanking the press and broadcast people for their cooperation. Include in your thank-you note the name of your successor.

These public relations gestures will give the new chairman a good start.

If you have followed the "rules of the game" as outlined in this booklet, you have undoubtedly had a successful club year with news stories to prove it.

Your best dividend as publicity chairman will be the knowledge that through your efforts, the work of the club has become better known and understood, thus enabling it to enlarge its service to the community.

Depend on the program director for instructions on how to speak into the mike, how to handle script with the least possible noise, and other technical details that will improve the broadcast. When the person being interviewed forgets that she is talking to a large audience and pretends that she is speaking to a few friends in her living room, she will give a more relaxed performance.

Posture, make-up, and dress or also important.

Posture—When being interviewed on TV, lean forward slightly, both feet on the floor, knees together, hands on lap, on the arm of your chair, or at your side.

Make-up—For black and white TV, use ordinary street make-up with a slightly deeper shade of lipstick. In color, women should avoid pink-toned base make-up. Beige tone makeup is advised. Coral shades of lipstick are best.

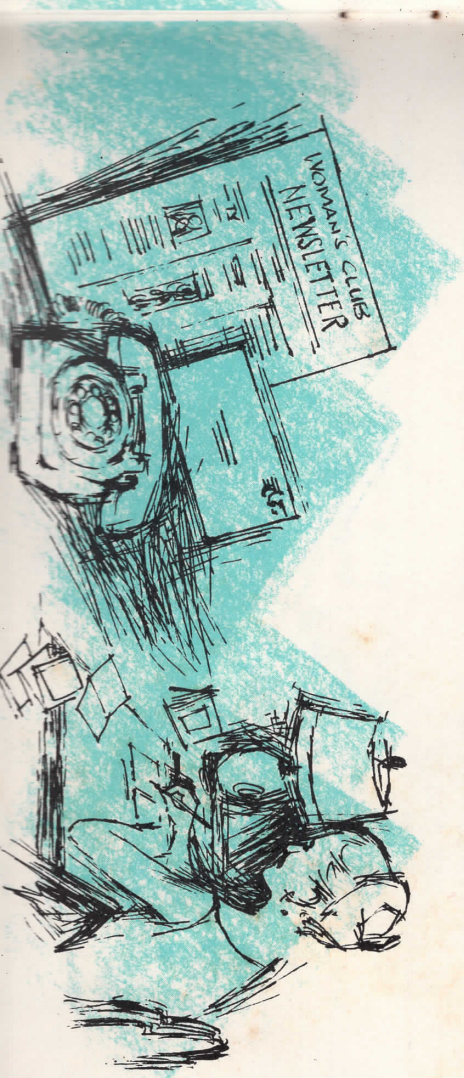
Glasses—If a person is accustomed to glasses, she should wear them during the interview. Lighting can be adjusted to avoid glare.

Dress—Avoid dark colors, busy or bright prints, shiny fabrics, and large jewelry that sparkles. Clothes of soft, medium colors are best.

Live Coverage

For especially noteworthy activities and events, it is sometimes possible to arrange for live coverage where the proceedings are recorded by the camera for later use as a special feature.

Though your requests for live coverage will probably be



MEDIA CONTACTS

TEST YOUR PUBLICITY KNOW HOW

1. Have you set up a file of basic information and photos?
2. Have you called on editors and broadcast program directors?
3. Are there news "pegs" to your club programs and money-raising events?
4. Have you examined regular club activities for possible stories?
5. Have you learned the format of a news release?
6. Do you write simply and clearly, including who, what, when, where, why and perhaps how in your lead?
7. Do you report news while it is "hot"?
8. Do you know how to work with reporters?
9. Have you considered special columns, letters to the editor, editorials, neighborhood editions, and Sunday supplements as ways of getting your club's story across?
10. Are you making maximum use of photos to tell your story?
11. Do you know how to write spot announcements and news releases for broadcast and how to prepare for interview shows?
12. Do you make it a practice to thank the press and broadcast media for their cooperation?

If you have answered "Yes" to the above questions, you are an effective publicity chairman.

Medium	Medium
Address	Address
Telephone	Telephone
CONTACT	CONTACT
Position	Position
Deadline	Deadline
Medium	Medium
Address	Address
Telephone	Telephone
CONTACT	CONTACT
Position	Position
Deadline	Deadline
Medium	Medium
Address	Address
Telephone	Telephone
CONTACT	CONTACT
Position	Position
Deadline	Deadline