

**Al Kader
Shriners**

**SHRINE CLUB
PUBLICITY**

2010

SHRINE CLUB PUBLICITY

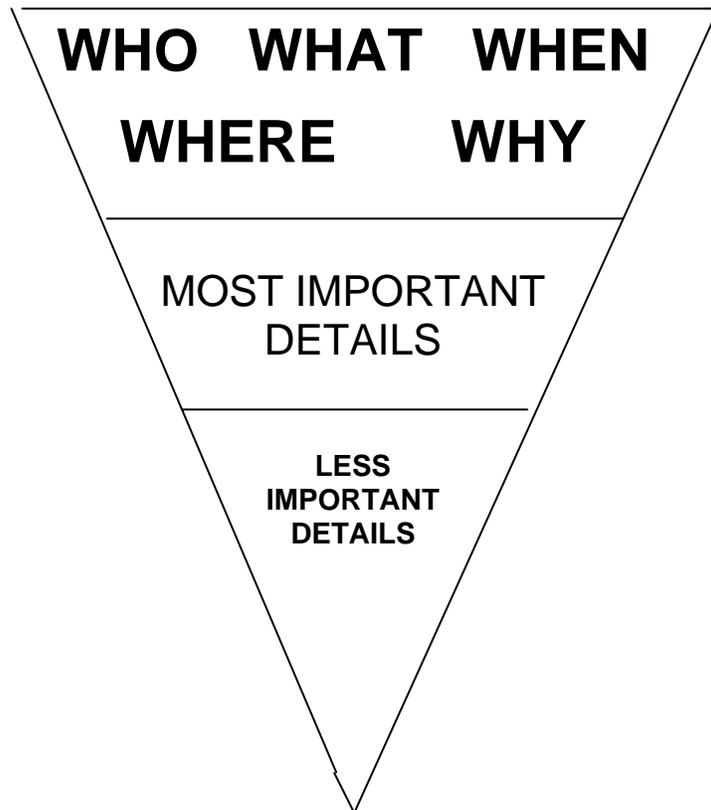
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Shrine Club Publications. Newsletters can be a valuable source for informing members, especially members who for one reason or another can not attend meetings on a regular basis. If properly edited, a newsletter can influence members to support club activities and may even entice inactive members to become active. Newsletters should be interesting, easy to read and above all else, be what the members want, not what the president or editor wants. Posters and flyers can be useful in publicizing club events and projects.

Guidelines for editing newsletters. Create a feeling of belonging for members who are unable to attend meetings. Give members who are active recognition for their contributions to club activities as well as honors they receive at work, from their church, another fraternal order or social club. Acknowledge new members. Include biographical sketches of club officers. Regularly distribute newsletters, whether monthly, bi-monthly or quarterly.

Publicity file. Copies of newsletters, news releases, newspaper clippings, etc., should be kept on file or in a scrapbook which, when no longer of transitory value, should be transferred to the history file.

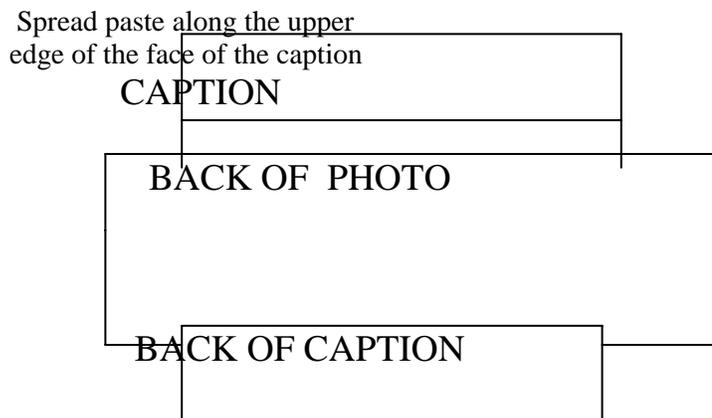
News writing. An inverted pyramid graphically illustrates a sound approach to news writing when divided into three sections. The first section (upper third) of the inverted pyramid represents the five essential elements of a news story, the second or center section of the inverted pyramid represents the most important details. The third section (lower third) of the inverted pyramid represents the less important details. Example:



Always type news releases and select a type or font that prints clear and legible characters, also use a black typewriter ribbon or black ink if a word processor is used. Be brief and to the point. Give precise dates such as “Monday, March 1st” rather than “next Monday” or “Tomorrow,” and double check dates for accuracy. Be careful to spell names correctly. Spell out numbers one to ten but use numerals from 11 upward, and never begin a sentence with a number. Avoid hyphenating words between lines or separating a paragraph between pages.

Guide to effective news writing. Give care to neatness and legibility, but above all else be accurate in all you report. Margins should be no less than 1 1/2-inches from the edges of the paper. Identifying data is placed in the upper left corner of the first page, followed by contact information. The release date, underlined, giving the earliest time and date the news should be released is placed below the contact information. Start the story about eight lines below the release date thus allowing adequate space for the editor to insert a headline. Begin each paragraph by indenting three to five spaces and double space each line. If more than one page is used write "more" at the bottom of the first page, then use the first line or two of the second page for identifying data then leave about eight lines between the identifying data and the continuation of the story. Write "end" or "###" a couple of lines after the end of the story. Use an accordion fold so as to expose the upper third of the first page. Do not staple pages of a news release. When you are finished, reread the entire news release to insure all facts, dates and details are correct and easy to read, then recheck names for correct spelling as well as addresses, dates and times for accuracy.

Picture paste-up. A caption is made on a separate piece of paper or card stock, identifying each person in the picture, e.g., (Left to right) Noble John Doe, Billy Public, son of Mr. William and Mary Public. (everyone in the picture must be identified) Also, permission must be obtained from everyone in the picture for the picture to be published.



Face photo down; turn caption over and paste, centered, on lower portion of the photo. Face photo and caption face-up, fold caption up over face of photo.

Sample Press Release

Tillamook Lodge No. 57, A.F. & A.M.

February 28, 1979

For information contact:

Carey Huckaba
4840 Silversands St. W.
Tillamook, OR 97141

Phone: 503 842 5326

FOR IMMEDIATE RELEASE

To his colonial colleagues, George Washington was the ultimate leader. To students of history he was a great American and the father of our country. To his friends he was the epitome of masonic principles.

Tillamook Lodge No. 57, A.F. & A.M. held a Special Communication on February 28th to commemorate the contributions of the father of our country to our American heritage and to perpetuate his dedication to the Masonic fraternity.

Warren McMinimee, 41st Worshipful Master of Tillamook Lodge No. 57 and Grand Master of Masons in Oregon in 1968-1969 presented an inspiring program on the life of George Washington, Master Mason.

In keeping with tradition, cherry pie was served at the refreshment table following Lodge.

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Sample Press Release

The broadcast media. There are many people who comprehend the spoken word much better than the written word, so if you are to reach these individuals, you must rely on radio stations to get your message through to them. Unlike weekly newspapers that publish the previous week's news, radio stations broadcast news two or more times each day, therefore news to a radio station is what's happening within an hour or two of the broadcast. The broadcast media considers an event news when it happens, after it has happened, its history. While news writing generally applies to all media, there are unique characteristics of the broadcast media that requires a few supplemental instructions. Limit announcements or "spots" to 20 or 30 seconds. The rule of thumb for timing "spots" is: on average, 30 words requires 20 seconds to read; 50 words requires 30 seconds to read. Use words that are grammatically correct and easy to understand.

Reasons for rejects. A study of leading newspapers disclosed editors gave these reasons for rejects: (1) No news value. (2) No local value. (3) Lack of timeliness. (4) Poorly written or disregard for format. (5) Too long. (6) Geared more to influence people than provide valid news.

Follow-ups are no-no's. If a news release is properly written and submitted well before the media's deadline, and it is not published, it will probably be because, given the space limits of a newspaper or the time limits of a radio station, other news was considered to be more newsworthy. This being the case, it is not advisable to contact the newspaper or radio station to follow-up on the news release. A follow-up could antagonize an editor or news director and jeopardize your chance of getting future news coverage.

More about the media. This is but an introduction to Shrine Club publicity. For instance, we did not cover television news releases simply because very few Shrine Clubs will be in an area where TV coverage is local. If your Shrine Club is in an area covered by local TV or if you would like more detailed information about publicity, media relations or writing for the media, contact Al Kader Public Relations Committee Chairman.

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GLOSSARY OF MEDIA TERMS

Camera-ready: Photos, line art and high-resolution copy in page lay-out format, ready to be used for printing.

Caption, cutline or legend: A brief description of the action or event portrayed in a photo or drawing.

Computer graphics; digital graphics: Photos or artwork that has been scanned into or created by a computer. Some clip art is available from the Imperial PR Department.

Contact: The person listed on a news release as the person to call for additional information; a person who has established a good rapport with the media and is available to the media as an information contact.

Copy: News releases or other written material for publication, broadcast or telecast.

Coverage: Newspaper space allocated for a news release or article; time allocated by a radio or TV station for broadcast or telecast of a news release or story. A reporter sent by the media to cover an event or story for a newspaper, radio or TV station.

Cropping: Trimming or cutting a photo to eliminate unnecessary background or undesirable portion from the photo or to otherwise change the portions or size of the photo to fit into a limited space.

Deadline: The day or hour copy must be in the hands of an editor or news director in order to be ready for the next edition, broadcast or telecast.

Desktop publishing: Designing newsletters, brochures, pamphlets, or other publications on a computer; using a computer and printer to publish newsletters or other publications.

Draft. The preliminary or working stage of a news release, article or story so as to provide for corrections, additions, deletions before the news release, article or story is typed or printed in final and perfect form.

Editorial: The expressed views of a newspaper, radio or television station. Usually the philosophical views of the publisher and/or managing editor.

Exclusive: An interview, article or story given to a reporter, editor or news director prior to release to other media outlets or withheld from the other media.

Fact Sheet: A document or hand-out containing essential facts, figures or statistics on a given topic or subject.

Filler: A tidbit of information or interesting fact used to fill empty spaces on a page of a newspaper.

Format: Size, shape and design of a newspaper; type of programming provided by a radio or TV station, generally intended to appeal to the audience they cater to.

Glossy print: A slick or shiny-surfaced photograph which is most suitable for print reproduction.

Headline or head: The title of a newspaper article; title of an article in any publication.

Lead: The first paragraph of a news release or article; usually includes the who, what, where, when and why of the story.

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