



PUBLIC RELATIONS

MANUAL

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This manual is issued to you as a guide and tool in planning and executing effective public relations with the media and the community. It will also serve as an information device to build a positive relationship between your DeMolay chapter and the media (press) in your area.

Chapter size or economic condition should not prevent you from sending out regular chapter newsletters or notices of activities. Chapters cannot afford not to communicate. Remember, the task is not only to inform those who participate on a regular basis but also to reach out to those who are not regular attendees of chapter meetings and DeMolay activities. If you don't have a chapter newsletter which is published on a regular basis or some form of electronic means, perhaps the time is now to invest some of your resources to implement this communication tool(s) to enhance the channel of communication with your members. Of course, there are times when you have a story or activity that you want to see published in the local newspaper or featured on your local radio station.

Your important task will be to select (if you have not already done so) a member of your chapter interested in serving as Public Relations Chairman. It would also be wise to have an advisor to work with the chairman as well. No special experience or background is required, interest and enthusiasm would be helpful and a genuine desire to get the "positive word" about DeMolay circulated in the public eye. The Master Councilor is also highly encouraged to appoint a committee of three members to organize, set goals and to take the initiative in enhancing your public relations effort.

DeMolay International hopes that this information will be helpful to you in developing your chapter's on-going public relations program and that it will be a resource tool to your public relations chairman, advisor and committee.

INTRODUCTION

Please note and keep the following in mind as you read the rest of the manual. It will make your job easier.

As Public Relations Chairman, you are the representative, spokesperson, and point of information for your chapter in your local area regarding DeMolay activities and events. The key words to remember are activities and events.

As such, you should thoroughly acquaint yourself with DeMolay activities and events that you are worth publicizing for your chapter.

Whenever the press media asks questions over the phone or in meetings, you should provide the answers.

When you do not know the answer, you should say, "I don't know, but I will find out. By when do you need this information?" This response will immediately establish you as an experienced publicist.

If your response is followed with a question such as, "Tell me what you think?" or "take a guess." This sends the wrong message. Your answer must be, "I wouldn't want to give you the wrong information. Let me check and get back to you."

Your mission is to focus on promoting and answering questions in a positive and favorable manner about DeMolay activities in your area.

SETTING OBJECTIVES AND GOALS

Before discussing objectives or goals, let's first step back and agree on precisely – What is the purpose of DeMolay?

Not what we do. Not our History. Not what we envision. But the actual basic purpose of our youth organization.

Agreement on this major point is all-important, because it will become one of the basic guidelines to judge the validity, acceptance or rejection of our objectives.

With this in mind, let's examine the mission, vision and primary purpose of DeMolay:

Mission Statement

DeMolay is the premier youth organization dedicated to teaching young men to be better persons and leaders. Under the "advisory" of adults; leadership skills, civic awareness, responsibility, and character development are learned through a variety of self directed, real world applications and activities. DeMolay builds confidence, teaches responsibility, cooperation and community service and foster trust, respect, fellowship, patriotism, reverence, and sharing.

Vision

To teach Leadership skills and help build Character in young men worldwide.

Fun with Purpose

DeMolay is dedicated to preparing young men to lead happy and productive lives. Basing its approach on timeless principles and practical, hands-on experience, DeMolay opens doors for young men by developing the civic awareness, personal responsibility, and leadership skills so vitally needed in society today. DeMolay accomplishes this serious mission by combining it with a program of exciting and diverse activities that can be enjoyed by young men with all kinds of interests.

As you can see, DeMolay can be an exciting experience to bring together young men with the opportunity to make new friends, do worthwhile things in their community and improve them in becoming better young men in society. The door of opportunity is available for ethical, moral and spiritual growth.

Based upon these basic “purposes”, your communications objectives in your community are:

1. Increase awareness/understanding of the purpose of our DeMolay fraternity.
2. Increase awareness of what the DeMolays in your chapter is doing, most particularly in your community.

GUIDELINES ... CONCENTRATE ON WHAT THE PRESS NEEDS

From this moment on, let’s think of placing news or information in the media as a highly competitive “sport”. There are winners, and there are losers. Winners *get their material used*. Losers do not.

A newspaper, magazine, radio station, television station, or any medium that publishes or broadcasts regularly, faces the problem of filling space or time with news, information, entertainment that they feel will appeal to their audience.

Their job is not easy. It requires continuous effort, plus a great deal of time, skill and investment to find the material they have decided their readers want or require on a regular basis.

Note these guidelines:

1. The media needs news, information, and fillers on a regular basis.
2. It must be the kind of material that “they” feel will be of interest to “their” readers or viewers.
3. You have “your” information that you want them to use.
4. You are competing with every other company, organization, and youth group, charity for space or time.
5. The Media is not interested in *what you want*. They are only interested in what *they/their* readers or viewers want.
6. Therefore, your information must be aimed/adapted/presented in a way to meet their needs, their requirements, in their format. Let’s find out what they want – in the format they want – and give them what they want, in the format they require.

(Let’s don’t forget, *it’s their ball, their team, ground rules*. And there are lots of players who want to compete in the field.)

7. The easiest way (in fact, the only way) to find out what the ground rules are, is to ask. Ask the editor. Ask the Columnist. Ask the Newspaper in your area. Ask whoever makes the decision on what material is printed.

OUR NEEDS

Your first step in practicing Publicity by Objective – is to establish your objectives for the term, based on the Master Councilor’s plan for the chapter.

Your objectives should be planned around the Master Councilor’s plan and itinerary of events. By checking the program for the chapter, you will have an outline of the chapter’s activities for the year and can plan a series of Press Releases geared to the events that you believe have the best possibilities for placement.

GETTING STARTED

Your first step in getting started is to look through this manual and get familiar with its contents.

Then review the objectives (refer to page 2).

Establish a one-year goal of placing one publicity release a month, or at least one for each meeting or event of your chapter.

Obtain a copy of your Master Councilor’s program. If none exists, get together with the Chapter Advisor or Public Relations Advisor, and make a workable program.

Plan your program using those events that provide the best opportunities for press releases.

The following segments of the manual will help you decide which events offer the best possibilities, and how to go about the job of getting your releases printed in the local newspaper(s).

During the year, you will receive notices of “news” and forthcoming events from the Executive Officer or Jurisdictional Leadership that hopefully will be passed to you through the Chapter Advisor. Some of these communications will present opportunities for community adaptation and trigger new ideas as well.

Once you’ve selected the items and events that will work best in your community, and you’ve outlined your plans on paper, sit down with the Master Councilor and Chapter Advisor or Public Relations Advisor.

It is important to discuss your program with them so that they have a clear understanding of your objectives and give you their full support.

Chances are they will also have suggestions, ideas and input that will help you fine-tune your program. As a good communicator, you will, of course, keep an open mind in evaluating and utilizing suggestions.

Why not write down in this manual, the phone numbers now that you will need to contact these important people.

Master Councilor _____ Phone: _____

Chapter Advisor _____ Phone: _____

Please see below a sample press release that can perhaps give some direction in composing a news release that you can adapt to suit your own means.

A Sample Press Release on a Chapter Giving Awards

The event: ABC Chapter Awards Night

- STEP 1. Gather information for your release by interviewing the key people at the chapter and those who received the awards.
- STEP 2. Select the elements that tell the story.
- STEP 3. Decide on the time frame for the releases.
For the sake of this exercise, you've decided to do two releases.
1. Announcing the selection for the award at a future date.
 2. Announcing the award has been presented.

Both releases will tend to be quite similar, unless there is something to add a new dimension to the award ceremony. The advantage of doing two releases is that your first release may not get used. The second news story would double your chances of exposure to the newspaper.

STEP 4. Write the headline and release.

Try writing the headlines and releases on your own – before you look at our suggested solutions.
Avoid DeMolay/Masonic “buzz words”, i.e.: brethren, temple, etc.
Use Members, Masonic Hall, etc.
Mention location of residence where recipient is “local”.

Refer to local Chapter and/or events.

Suggested Solution to Event #1, ABC Chapter Awards

STEP 1. The elements of the story

Event: Special award for distinguished DeMolay Service. Twenty-five year and fifty year service awards.

Achievement of Chapter Awards

Recipients: John Doe and Harry Smith

Presenter: Jurisdictional Master Councilor, Executive Officer or local Chapter Master Councilor with their name

Awards: highlight the name(s) of awards

Sponsor: ABC Chapter

STEP 2. Timing your releases.

Release #1: Timed to go out before awards are made

Release #2: Timed to go out after awards are presented

STEP 3. Headlines and Releases

Release #1 John Doe to Receive DeMolay Award

John Doe of name of local town/community has been selected to receive a special award for distinguished DeMolay service by the members of ABC DeMolay Chapter.

The presentation will be made November 08 at a special awards banquet set for the Chapter members, their parents, families and guests. Harry Smith an Alumni member will receive his 50-year Senior DeMolay Service award, and John Doe will receive his 25-year Senior DeMolay year service award. All presentations will be made by name of the Executive Officer, Jurisdictional Master Councilor and jurisdictional leaders who will attend as special guests.

The award presented to Smith is one of the highest awards that can be presented to a member for exceptional DeMolay service with the milestone of 50 years of service. DeMolay, a prestigious and premier fraternity for young men, provides leadership opportunities in performing community and statewide projects, assisting in charitable endeavors and is proud of its philosophy and practice of “making good young men better”. DeMolay members and especially the local chapter continue to assist and work for the good of the community.

Release #2 Harry Smith Receives DeMolay Award

Harry Smith of name of local town/community was presented a special Distinguished Service Award at a special awards night banquet sponsored by ABC DeMolay Chapter on November 08. The presentation was made by name of the Executive Officer and Jurisdictional Master Councilor, along with the name of the Master Councilor of the local Chapter. The award recognizes outstanding members for distinguished DeMolay service.

Awards presented included a 50-year membership service award to Harry Smith, and a 25-year membership award to John Doe. Several active DeMolay members were also recognized for their efforts of time and initiative toward the ongoing contributions to the local DeMolay Chapter such as academic excellence, civic engagement and service. Over 100 family members, Chapter members and friends attended the banquet and program.

DeMolay is the premier youth organization dedicated to teaching young men to be better persons and leaders. Under the "advisory" of adults; leadership skills, civic awareness, responsibility, and character development are learned through a variety of self directed, real world applications and activities. DeMolay builds confidence, teaches responsibility, cooperation and community service and foster trust, respect, fellowship, patriotism, reverence, and sharing.

For additional information about DeMolay, please contact _____ by calling _____.

MEDIA RELATIONS SHAKE HANDS WITH YOUR TARGET

Most guidelines to effective communication overlook one of the most important steps the person-to-person contact. In your relations with the news media, continuous contact over a period of time combined with accurate information, plus speedy, credible response to questions, will eventually get positive results. As a communicator for our fraternal organization, you, more than anyone in your area, must know what the members are doing locally and elsewhere in the state. *Be informed so that you can inform.* This is the key.

At the communications media, they are key ingredients that can lead to a successful public relations effort. Remember that they are the professionals. If you follow the next two suggestions, you'll find your assignment much easier and build a working relationship with the press that much sooner.

1. Meet and get to know the press contacts in your area, especially the editor of your local newspaper. Find out the kind of news they are looking for in their newspaper.
2. Maintain personal communications by phone, in person, and by card or letter.

You've heard the adage, "Names Make News". It's true. The names of your local members, their activities in the community and to a lesser degree the local chapter, add interest to your news releases. The local chapter's activity is of interest, only when its activity impacts on people or the community. It is wise to remember that newspaper editors serve newspaper readers. Readers want to hear about other people and interesting events.

The following are some things to remember about establishing a good relationship with media contacts:

1. Never send a story to the media unless you feel it is newsworthy to the community.
2. Of course, always use common sense and good taste in your news stories and relationships with news contacts.
3. Don't play favorites. If there is more than one contact in your area, give each an equal opportunity for coverage.
4. Never ask an editor to run a story as a favor.
5. If your story is used in part or in whole, remember to say Thank You.
6. If a news contact calls after receiving your release, answer any questions candidly, quickly and completely, so he can complete the story. If you don't know, say I don't know, but I'll find out the answer and get back to you by (date or approximate time). You must deliver. That's how you build credibility, confidence and a good relationship.
7. Don't be overly dismayed, or call to complain, if your story was not used or only used in part – sometimes space limitations or reshuffled feature schedules cause this to happen. Remember, once the story is in your contact's hand, it is his to do with what he feels fit. It is a good idea to ask how you can improve your news release. Ask for thoughts and suggestions.
8. Always have a typewritten list of official titles in your Chapter and District/Area that are likely to be used in your releases. Some editors find these helpful to check names and titles in any subsequent releases or telephoned stories. Important: you must keep that list up-to-date for the editor.

WHAT MAKES NEWS

Local Masons, Eastern Star, Rotary, Lions, Elks, Kiwanis, church youth groups, schools, other Masonic youth groups etc. are having events and activities that can make the news. Every group in your area is competing for attention in the news media.

The limitations on space the news media can give to social, fraternal and religious news competes with everything else. Some of the media may have policies against running such routine articles as organizations' elections, appointments, or achievements. Your "edge" is to know what the editors are looking for, and give it to them in the time and format which meets their requirements.

Please see list of key areas to focus on in regards to what to publicize by your chapter to the community at large. This is a potential list of events for your consideration in your publishing efforts:

- Election and Installation of Officers (include picture)
- 25 and 50 Year Senior DeMolay Service Awards, etc.
- Special Year Anniversaries of DeMolay chapters
- Jurisdictional Master Councilor's/Executive Officer Visitations
- District/Area Meetings
- Open House or Special Family Nights (Visitations of other DeMolay Chapters)
- Third Generation Memberships (include picture)
- Second Generation Master Councilor (include picture)
- Anniversary of Past Master Councilors
- Special Visitations as a DeMolay Chapter
- Community Assistance and Involvement
- Recognition of a Good Citizen Award by the chapter
- Recognition of Scholarship to a deserving DeMolay
- Recognition to an Educator/Teacher of the Year by the chapter
- Special activity of the Alumni Association

You must learn to recognize and use publicity only for those things that generate a human-interest perspective in others.

You can be the originator of more interesting DeMolay chapter and District/Area programs if you issue a tactful challenge to the appointive officers. "Give me something to publicize" is a request that sometimes works wonders. When members are made aware of the need to think "newsworthy", they are more apt to develop ideas, programs and projects that have news value.

Be part of the planning. Know what is going on. Operate as though you were the media. It is very important to *insist on the lead-time that you need to do an effective job.*

At meeting and planning sessions, you must take accurate notes. These are mandatory in preparing your communications plan of action and the news releases. Get used to taking accurate notes because they can be the basis of news phoned to your media contact if news is breaking quickly.

The following are some ideas that usually warrant space in many of the news media throughout the state:

1. New or Unusual Approaches to publicize annual or routine items. This is where your imagination counts.
2. Human Interest Angles: Everyone appreciates stories about warmth, humor and unusual events of other people's lives...especially if it involves youth, the elderly, the community or deserving people.
3. Look for "news hooks" in your stories: This might be a single facet that makes your news story different from all the others. Examples: include any firsts; a program designed to accomplish a unique purpose; unusual participation or involvement of people; a new twist to your story theme; one-time only events never before done; something that affects the majority of the people; topical events, information, solutions, etc.
4. Look for potential features in your story ... something which people would appreciate knowing about in greater depth. Past events, anniversaries, history and holidays lend themselves to this approach.
5. A flair for the dramatic: The story, unto itself, might be less than exciting, but its history, background, environment, concept, application, or potential may make news.
6. Think about the reader: Each newspaper has particular visual needs and interests. Think of the visual potential of your story as if you were an editor or news director – or someone other than a member ... does the idea still "grab you"? If so, GO!!
7. Initiating or providing support to: elements of prime importance to your community ... pollution control, youth activities, charities, crime prevention, health and educational activities, urban development, self-help or locally oriented programs for community betterment: all have news potential.
8. Special Awards received or presented by your organization, especially for other than DeMolay Chapter activities.
9. Guest Speakers: speeches or interviews presented by well-known spokesmen or authorities, particularly those visitors with credentials.
10. Reaching milestones: as they affect local people and the community.
11. Installation of Chapter Officers ...be aware if there is any tie to the community.
12. Visitations by Jurisdictional DeMolay Officers, or for that matter, any noteworthy guest or speaker. Again, the key word is *noteworthy to the community.*
13. The three phases of any project depending upon the event, provide at least three opportunities for publicity:

- a. BEFORE the planning stage, announcement of plans.
- b. DURING the announcement phase what's going to happen.
- c. AFTER the event, the follow-up report of what happened.

More tips that usually get your story used. Make sure:

- ◆ That your story contains something of interest to the community served by a particular media.
- ◆ That there is enough factual information.
- ◆ That it is timely.
- ◆ That the media does not have a policy against publishing articles of this kind.
- ◆ That the facts are accurate and the statements quoted are correct. Double check your information pertaining to dates, times, names and titles.
- ◆ That you, or a responsible individual, are available to provide answers to questions after the article has been received. Both names and phone numbers of people to contact to answer questions, must appear in the letterhead of your release.
- ◆ That the story reaches the right person, particularly with a new publishing company (newspaper). Do not send your release to more than one department or contact. It's often a good idea to follow up with a phone call to make sure the information has been received by the right person.
- ◆ That there is no reference to "raffles" or anything similar to gambling, which by law, usually is restricted from use by newspapers.

DO & DON'TS ... PREPARING NEWS RELEASES

Writing the News Release:

- a. There are many methods of writing news releases, but consciously or otherwise, most writers follow the "inverted pyramid". The diagram below will be helpful in utilizing this discipline of descending order of importance:

WHO, WHAT, WHEN
WHERE, WHY
and

Important Details

Other Information

Organization of your thoughts is the first step and most important part of the process. The key to this process is to make sure you answer the five critical W's of journalistic writing as highlighted above. When tight on space or time, editors cut copy to fit their format. So, facts presented in this order are more likely to be used because the story can be cut back to the first paragraph or leading few sentences, which should include the most important of the "Five W's." Sometimes it may be best to start with what instead of whom with your news release. Few editors have the time to sift through copy in order to rewrite a story. If it can't be cut from the bottom, it could end up in the "round file" – under the desk. Remember: Be brief; the substance of the story should be told in the first two or three lines at most.

- b. Be sure that each story includes the most important factors of the "Five W's" as soon as possible – those factors that make the news. Certainly by the end of the second sentence you should have covered the most important points.
- c. Make headlines short and concise.
- d. The first paragraph is called the "lead" paragraph and should be designed to capture and hold the attention of the reader (editor). It should contain a summation of the major facts you want to present.
- e. Accuracy is all-important. Names, dates, places, time etc. must be specific and correct. Always verify names because a name may have a variety of different spellings. Always use the full name (first, middle initial, and last names) and proper title. Never submit copy using only the last name and initials. Be certain to indicate whether a woman is Miss, Mrs. or Ms. It is usually a good rule of thumb to use Ms. if you are in doubt.
- f. Always write as an organization, never as "we". Avoid editorializing with colorful adjectives or adverbs that are news taboo, such as: "fantastic", "great", "colossal", etc. Also, quantify amounts when possible. Rather than saying: "The DeMolay Chapter had a fantastic turnout", say, for example, "More than 200 attended the event, thereby setting a new record in attendance." All claims, opinions, or predictions must be anchored, attributed to someone (said, "reported", "stated Mr. Jones")
- g. Write "tight". Use short declarative present tense sentences (7 – 10 words at most). Verbs are better than adjectives. Use simple straight and direct words as much as possible. Keep paragraphs brief and maintain easy to follow through in them. Include pertinent facts and don't "pad" basic

information. If the media wants additional information, they will ask for it.

Writing Headlines: Follow The Three Golden Rules

- a. FOCUS: Go directly to the point, don't dance around, and stay on track.
- b. LANGUAGE: Precise-minimal number of words; no puffer; no hyperbole.
- c. CONTENT: Most interesting/important point to the reader, not you, not to the members, not to the presiding officer. *To the Reader.*

EXAMPLE: The Master Councilor of the local DeMolay Chapter is presenting the Good Citizen Award to Sheriff John Smith.

Situation A: The Master Councilor, John Johnson is a good young man, but unknown outside the DeMolay chapter.

Headline: Sheriff John Smith Receives the Good Citizen Award

Situation B: Master Councilor, John Johnson, who is also Senior Class President of local high school, is presenting the Good Citizen Award to the Sheriff John Smith.

Headline: DeMolay Master Councilor Johnson Presents Award to Sheriff John Smith

Analysis: The above headlines compact the news factors of the story to its irreducible minimum in terms of interest to the reader and interest to the community. The fact that it is a DeMolay award is of interest to the membership, not the community. The key factors are the award and Sheriff John Smith. John Johnson takes on importance only because he is the Master Councilor. A better twist to the story is that the local DeMolay chapter is presenting an award to a law enforcement officer of the community.

Submitting Your News Release

- a. News releases should, of course, always be clean and neat, and preferably typed (on one side of the paper only).
- b. Use 8-1/2 x 11 plain white paper that can be handled without tearing.
- c. Provide ample margins (1-1/2 inches) on each edge of the paper for the editor to mark instructions and make editing notes. Always double space sentences.
- d. Avoid lengthy sentences and lengthy paragraphs. Keep it simple and brief.

- e. In the upper left-hand corner, type your name, address and phone number. You should list a second name and phone number on the chance you may not be reached when the media calls with questions. If you do use a second name, be sure he is versed on the release and its background.
- f. Very Important: In the upper right hand corner, indicate “FOR RELEASE” the date, or whatever date meets the paper’s closing date. Newspapers must get materials in advance of closing dates. Check your media for closing dates and observe deadlines.
- g. Send one copy. Save a copy for your files, just in case.

The Body of the Release

- a. Leave an inch of space after your headline before you start your lead paragraph. This gives the editor space to rewrite or write his own headline or instructions.
- b. Indent each paragraph five typewriter spaces.
- c. If at all possible, your story should not run more than one page. Always end each page, if there should be more than one page, with a complete sentence and paragraph. Write “more” if the story continues to page 2. Make sure that two pages is the limit.
- d. Figures and names:
 Figures: One to ten is always *spelled out* except in time and dates. *Numerals are used* for 11 on up. Never begin a sentence with a numeral.
 Names: First mention of a man’s name should be John Smith. Thereafter, it is Mr. Smith.
 Titles: Never use Masonic terms like Worshipful or Right Worshipful in your copy unless you are preparing it for a Masonic Publication.
- e. Staple multiple pages of a release close to the upper left corner. Never use paper clips, particularly with photographs enclosed. Be sure the staple is close to the edge because the pages must be separated in the newsroom and might be torn if the staple is too low.

Photographs

Good photographs are a must, if included. Photos should be clear, in focus, and have good contrast. Regardless of the media, they all aim for professional results. You can help and should try to meet their photo standards. Some DeMolay Chapters are fortunate enough to have adult volunteers who provide good quality photographs; others should budget a little money for photos.

Some Do's and Don'ts About Photography

- a. Ask each editor's needs. Follow any information you get from the media.
- b. Find out how far in advance the newspaper needs photos and observe those deadlines.
- c. Number of subjects, in most cases, should never be more than four. Two or three are the preferred limit unless for some special reason it calls for a "group" photo.
- d. Action (interest) is a must. Don't have the subjects just sit or stand there grinning at the camera. Show them shaking hands, looking at business papers or casually discussing something, doing anything with implied action. If for example, you are photographing a service award presentation, snap the picture of the member as the pin is being placed on his lapel or as he is receiving the certificate. No beverage glasses if it is a banquet.

Captions For Photographs

- a. The bare facts *What, When, Where and Why* should be indicated. This should be followed by the *Who*, name and title, identified from left to right. A portrait photo carries the name, title and name of organization. Your source identified from left to right should appear above the caption as it does in a news release.
- b. Never paste the caption across the back of the print; the caption must be easily removable. It usually goes to the typesetter and the photo to the reproduction staff.
- c. Never use a paper clip to attach the caption. Never write on the back of the print. Either of these acts will damage the print.
- d. Captions should be typed on the lower half of an 8-1/2 x 11 sheet of paper and lay the print face up and centered above the caption so that you can see the picture and read the caption at the same time. Fold the caption up over the face of the print along the bottom edge of the print.
- e. Label hard copy photos with DeMolay chapter name and address so photos can possibly be located and filed;

Submitting Digital Photos Guidelines:

- a. Take good quality photos in which all subjects are easily visible (large group shots and photos that "overview" an event should be avoided). People should be photographed against a white background. Make sure any background lines, walls, and corners aren't running behind the person's head in the photographs.

- b. All digital photos are usually acceptable. However, high-resolution (300 dpi or higher) photos will work best and project a better image in publications. Strong directional light sources should be used for the people, so their facial features are distinct. This creates a more interesting photograph. A flash is suggested for fill lighting. Try to get the person(s) in the photo to loosen up a little so the photo doesn't look stiff. Take more than a few shots to allow the subjects to warm up to the camera.
- c. All digital files should be sent as a .jpeg, .tiff or .gif file. Do NOT send photos in Word documents or PowerPoint presentations because photos sent in these files do not reproduce well;
- d. Digital photos should be saved using this format:
DeMolayChapterName - Event.jpg. For example, a photo from Okaloosa DeMolay Chapter may be saved Okaloosa - AwardsNight.jpg. Please don't abbreviate the chapter name to only letters (NOMCAwardsNight.jpg would be incorrect);
- e. For digital photos, make sure the summary is labeled by the file name; and
- f. Include the names of every subject in photo (L to R, Front to Back) included in the photo and the approximate date the activity took place.

Media Outlets for Your News Releases

- a. Daily Newspapers: A lot of city daily newspapers publish once-a-week area sections or special announcement sections. These may be your best chance for local news. If there is a local correspondent (Stringer as they are known in the trade), find out who it is and how they like to receive news – through the mail, by phone, or by e-mail. Get to know them and deliver when you promise some information. Editorial sections that talk about local news are also a possibility. Last, but not least, is the Letters to the Editor section. If something good is done for the community, have someone to write a letter to the editor saying so. Please see listing of media contacts of local newspapers.
- b. Weekly Newspapers: Here's where you stand the best chance of getting your news in print. Your local or neighborhood weekly is the best source of publicity. Weekly editors depend on hometown folks for nearly 75 percent of the news they publish. They are usually eager and anxious to get your news. Small staffs mean little time or patience with poorly prepared news releases. Remember relate to the

community. Please devise a listing of media contacts of local newspapers.

- c. Masonic/Shrine Publication: Forward DeMolay Chapter news to a statewide or local Masonic/Shrine publication. At least here, you will get first hand attention to everything you send. Get to know the deadline to submit your news articles and photos.

Local Radio

You have usually a local radio station or two in your area. Treat them just like any other editor. They have departments and shows that use local news. They are particularly interested in upcoming events and are willing help with your publicity needs. Check for use of public service announcements. Mail your material to the News Editor's attention. It would be beneficial for you to call and ask about their deadlines and guidelines, too.

The format for radio news releases is basically the same for newspapers. However, these should be kept as brief as possible because of the limited air time available. Radio news coverage is briefer.

It would be prudent to develop a list of radio contacts that can be utilized in enhancing your publicity efforts.

Other forms of Media

Other possibilities also exist to enhance the image and public relations of your DeMolay Chapter. Perhaps your subject material is visual and you could consider the option of the electronic media you wish to pursue.

Television is an option but it is more limited for time and coverage and is even tighter than radio. The format is similar as radio. It is urged that you counsel with the station personnel and see how the DeMolay Chapter could fit with what they are looking for perhaps with a local talk or interview show.

Your local cable television station could be approached with your subject matter. Make sure that your subject matter is of public interest, timely and most of all, visual. Perhaps a talk show could be arranged for promotional purposes during DeMolay Month.

Placing programs on local cable access channels is fairly new in our expanding age of information and technology. These channels provide cost-effective opportunities for the DeMolay Chapter to help establish a national cable television presence that will help to explain the mission and vision of DeMolay to the public.

Web Site

Your DeMolay Chapter could consider the possibility in developing its own web site. It is the communication means for the future. You may raise the question why? Here are some reasons that can be offered regarding the importance of building a chapter web site:

- Provide local and worldwide exposure for your DeMolay Chapter
- Serve as a cost-effective means to communicate with members and others
- Allow ongoing contact with potential members and senior members
- Establish contacts and friendships with DeMolay members around the world
- Create a source of pride for the DeMolay Chapter

The cost is usually minimal to build and host a web site. There are usually members and advisors with your chapter that may be “computer savvy” and have the expertise and skill to offer their services to enhance this quality of communication. Through the web site, it offers endless possibilities for future growth and a positive means to build a successful image.

A simple business card with a DeMolay Description that can project a professional and positive image can be effective to distribute to the press media for contact purposes as well as to provide to potential members.

CONCLUSION

We hope that this manual will be helpful in getting you started. We don't expect that you are going to go right out and be a professional overnight. Over a period of time, if you try to adhere to the main principles here and learn through your own experience, you will succeed. Once you get a set procedure for the way you approach and perform your publicity endeavors, the amount of time you put in on publicity projects will be greatly reduced.

You can usually expect that your release will be rewritten. Don't be disappointed. Each newspaper has limitations and its distinct style for news stories.
REMEMBER: “Something good in print is better than nothing at all.”

When your news release does not appear, don't be discouraged. Please try to consider the limitations and problems that can occur on their end. Keep in mind that newspapers want to help, but the volume of possible news stories can be restrictive.

Maintain copies of your clippings in a special notebook so that at the end of the year, you can show your results.

Plan ahead. Try to get news items appearing on a monthly basis. Tell your story. Brag about your local DeMolay Chapter's accomplishments, and most important strive to enhance the image of the DeMolay fraternity through your diligent work.

Keep your DeMolay Chapter informed of articles as they appear in the local news publications. The members do not always see the newspapers. Best wishes for SUCCESS!!!

Attached is a list of possible projects your DeMolay Chapter can consider. Almost all of these activities are very newsworthy.

PROJECT IDEAS

Open House

Local DeMolay Chapters are encouraged to conduct open houses for the community. This could occur during the evening or on a Saturday/Sunday afternoon in conjunction with other Masonic youth groups or Masonic affiliated organizations. The public is invited to tour the building after which light refreshments should follow, and a short presentation by key leaders of the DeMolay Chapter and other groups highlighting the purposes, activities and charitable deeds of the organizations. At one side of the room should be a table that highlights the DeMolay programs and activities with brochures.

Recognition Programs

Appreciation Night: All DeMolay Chapters that are active in doing community projects have adult volunteers who, outside the chapter, have done a great deal over the years to support or donate materials and services that have made these projects successful. It would be good to hold a banquet at the chapter in their honor. Also, this would be a good time to include city/county leaders as guests.

Outstanding Community Leader – Good Citizen Award: An evening banquet conducted in the same way as above but to recognize an outstanding community leader or good citizen award.

Outstanding Family: To recognize a family, who in addition to careers and school obligations, has individually as well as a family unit, contributed extensively to the community.

Outstanding Educator/Teacher of the Year: In addition to acknowledging a scholarship recipient of your chapter, you might want to recognize an outstanding educator from the local school system.

Honor Veterans

On Memorial Day or Veteran's Day, hold a ceremony at a local Veterans Memorial, not only to honor those whom served and died, but also to announce a roll call of Freemasons from the local Masonic lodge.

Other Projects & Activities

Other projects for consideration in implementing to promote public awareness include:

- ◆ Open Masonic building with DeMolay involvement for a Blood Drive
- ◆ Plan and carry out activities with those who are disabled or burdened with hardships
- ◆ Conduct a campaign to improve traffic safety
- ◆ Provide rest areas on holidays with free coffee
- ◆ Embark on a driver safety campaign
- ◆ Implement a program that will better the community and environment
- ◆ Recognize a local DeMolay member who has received an Academic award or a Scholarship Award
- ◆ Support a local charity
- ◆ Participate in the American Cancer Society's Relay for Life
- ◆ Provide resources and assistance to beautify a local park

Of course, while it would be nice to do all of the above, you have to decide if they are appropriate for your size community. The idea behind this project is that these projects reflect DeMolay ideals and public recognition gives the DeMolay members a chance to expound on those ideals. After reviewing DeMolay ideals, you may have come up with better recognition projects than those listed above, or formulate your own guidelines for future activities. In short, any activity that will better mankind, when planned properly and carried out thoroughly will bring favorable and positive public relations to your chapter and the DeMolay fraternity as a whole.

(SAMPLE PRESS RELEASE)

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Chapter Advisor and telephone number.)*

The *(Name)* DeMolay Chapter in *(City)* paid tribute to *(#)* of its longtime alumni members at its annual awards night *(Mm/Day)* at the *(Place)*.

Those honored were *(Full Name(s))* for 50-years of membership as a Senior DeMolay; *(Full Name(s))* for 50-years of membership; and *(Full Name(s))* for 25-years of membership. Each man received a special service pin and a commemorative award to mark the occasion.

Guests at the meeting were *(Names and titles.)*

(Fill in more detailed information about a particular award recipient if newsworthy.)

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Numerous young men in the United States actively participate in DeMolay chapters today and well over one million men have benefited from the DeMolay program and experience since it was founded in 1919. There have been Senior DeMolays that have achieved greatness and fame as Astronauts, Presidents, U.S. Senators, Governors, business leaders and successful community minded citizens.

The *(City)* community is fortunate to have an active DeMolay Chapter with over *(#)* members that work with the officers and members of the Masonic Lodge/families in *(City)* to build a better and promising future for mankind.

General information is available at (www.demolay.org, *Jurisdictional Web Site or your Chapter Web Site*). For local information, contact *(name of Chapter Advisor and telephone number)*.

(SAMPLE PRESS RELEASE: FRIENDSHIP/OPEN HOUSE NIGHT)

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Lodge Secretary and telephone number.)*

A Friendship and an Open House Night is scheduled for *(Day of the Week)*, *(Mm/day)* at the *(Name)* Masonic Lodge (#) at *(time)* p.m. The featured speaker will be *(Name and title and pertinent information.)*

Friendship Night is for the young men of DeMolay and potential members, their families and friends, and for any invited guests who would like to know more about DeMolay. Those interested in more information should call *(Name)* at *(telephone number)*, or ask any local DeMolay or Mason.

(Provide specific information about the event, such as: program, menu, entertainment, etc.)

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(SAMPLE PRESS RELEASE: INSTALLATION OF OFFICERS)

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Chapter Advisor and telephone number.)*

(Full Name of new Master Councilor) of *(city of residence)* has been installed as Master Councilor of *(Name)* DeMolay Chapter.

(Last Name) was installed by *(Full Name of Installing Officer and any general information about the Installing Officer, such as “State/Jurisdictional Master Councilor of _____.”)* This *(ex.50th)* annual installation of officers was held *(Month & day)* at *(Place of installation.)*

In his position as Master Councilor, *(Last Name)* is the presiding officer and head of the DeMolay Chapter. The title of “Master Councilor,” instead of “President,” reflects the Masonic/DeMolay tradition of using ceremonies and titles from the stonemasons of the Middle Ages. When the great cathedrals of Europe were being built, the Mason in charge of a building site was referred to as a “master of the work.”

Other officers installed during the ceremony were *(Full Name and position); (Full Name and position); etc.*

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(SAMPLE PRESS RELEASE: (SCHOLARSHIP PRESENTATION))

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Chapter Advisor and telephone number.)*

Cory Smith Receives Masonic Scholarship

Cory Smith received a \$1,000 scholarship at a presentation Tuesday, May 18 at the *(Name)* Masonic Lodge #, our Town. The presentation was made by *(Name of Master)*, Master of Masonic Lodge.

Smith who is an officer and member of the local DeMolay Chapter will be attending the *(Name of University/College)* this fall, majoring in *(field of study)*. Following graduation he is planning to pursue a career in *(designated profession)*. Selection of the recipient is based on academic performance, need and field of study.

“This will really be a big help,” stated Smith, “it is unbelievable how much tuition and books cost.” Smith is the son of Joe and Judy Smith of our Town.

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**(SAMPLE PRESS RELEASE:
(GOOD CITIZEN PRESENTATION)**

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Chapter Advisor and telephone number.)*

DEMOLAY CHAPTER RECOGNIZES OUTSTANDING CITIZEN

The members of _____ DeMolay chapter of _____ community held an Awards dinner at _____ Community Center in the _____ area with nearly 200 people in attendance.

The state leaders of _____ (Jurisdiction) DeMolay along with several elective and appointive Jurisdictional Officers were present for the official visit and activity of _____ DeMolay chapter. _____, Master Councilor of _____ DeMolay Chapter presided over the awards dinner and festivities.

The _____ chapter featured the presentation of the Good Citizen Award and other special acknowledgements to the chapter members and advisors. Master Councilor _____, State Master Councilor _____ and Executive Officer _____ were pleased to recognize _____ (Name of recipient) with the Good Citizen Award of _____ community for his contributions and achievements in making his/her community a better and brighter place to live.

“_____ (Recipient’s Name) expressed his gratitude for the recognition and praised the young men of DeMolay for their service and contributions to the community. Let’s appreciate our community and take the time to make a difference for others, says _____.”

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SAMPLE MEDIA CONTACTS

(Daily Newspapers)

Please see sample below in devising a tool of media contacts of Daily newspapers in your area or jurisdiction that can work for you.

City	County	Publication	Address/e-mail	Phone/Fax
Ashland	Boyd	The Independent	P.O. Box 311 Ashland, KY 41101 di@bellsouth.net	(800) 955-5860 (606) 326-2600
Bowling Green	Warren	Daily News	813 College St. P.O. Box 90012 Bowling Green, KY 42102 dn@foothills.net	(270) 781-1700 (270) 783-3237

MEDIA CONTACTS

(Non-Daily Newspapers)

Please see sample below in devising a tool of media contacts of Non-Daily newspapers in your area or jurisdiction.

City	County	Publication	Address/E-Mail	Phone/Fax
Albany	Clinton	Clinton County News	116 Washington PO Box 360 Albany, KY 42602	(606) 387-5144 (606) 387-7949
Alexandria	Campbell	Campbell County Recorder	6948 Oakwood Florence, KY 41042	(859) 283-0404 (859) 283-7285

AREA/STATE TELEVISION MEDIA CONTACTS

Please see sample below in devising a tool of media contacts of television stations in your area or jurisdiction.

City	County	Station	Address/E-mail	Phone/Fax
Bowling Green	Warren	WBKO/WBWG-TV	2727 Russellville PO Box 13000 Bowling Green, KY 42102	(270) 781-1313 (270) 781-1814
Bowling Green	Warren	WNKY-TV	810 Chestnut St. Bowling Green, KY 42101	(270) 781-2140 (270) 842-7140
Hazard	Perry	WYMT-TV	199 Black Gold PO Box 1299 Hazard, KY 41702	(606) 436-5757 (606) 439-3760
Lexington	Fayette	WLEX-TV	1065 Russell Cave Rd. PO Box 1457 Lexington, KY 40588	(859) 259-1818 (859) 254-2217
Louisville	Jefferson	WAVE-TV	725 S Floyd Louisville, KY 40203	(502) 561-4150 (502) 561-4105

AREA/STATE RADIO MEDIA CONTACTS

Please see sample below in devising a tool of media contacts of radio stations in your area or jurisdiction.

City	County	Station	Address/E-mail	Phone/Fax
Albany	Clinton	WANY 1390-AM/106.3 FM	Hwy 1590, Box 400 Albany, KY 42602	(606) 387-5186 (60) 387-6595
Ashland	Boyd	WLGC 1520-AM/105.7-FM	1401 Winchester Ashland, KY 41105	(606) 920-9565 (606) 920-9523
Bardstown	Nelson	WBRT 1320-AM	106 S 3 rd St. Bardstown, KY 40004	(502) 348-3943 (502) 348-4043

