



*public relations*

# essentials

***Publicity makes a Difference***

***Media Tips & Tricks***

***Press Releases***

***Press Release –for Apex Week***



# **PUBLICITY MAKES A DIFFERENCE**

## **PUBLICITY**

Many events depend upon the success of ticket sales to the general public. This can be assisted by effective publicity. If your project warrants it, you should assign publicity responsibilities to a sub chair and encourage that person to discuss publicity methods with previous sub-chairs. Give some thought to the possibility of having your publicity sub-chair draft weekly press releases for your project to be distributed to a media mailing list.

Make contacts with radio stations and TV stations at an early date and stress both the unique nature of your project and the desirable effect it will have on the children of your town. Encourage special-interest reporters to attend the event or your set-up day. Never turn down any invitation to appear on a radio talk show or television show to plug your event. Although it may not seem like much, keep in mind that a 30-second discussion on the radio may spark interest in purchasing many tickets. Viewed in this perspective, your time is well spent.

When you meet with the media, never lose sight of the fact that you are representing the Club.

Communicate your pride about the Club's past accomplishments and express your optimism about the success of the project. Don't lose sight of the fact that other Apex Clubs may also be interested in your project. Plan to send information to other clubs in your area which will present an opportunity to sell tickets and to promote good will.

## **DON'T BURN BRIDGES**

It is easy to get caught up on the problems and rewards of administering a project. However, don't become so wrapped up in the event that you forget to show your appreciation and gratitude to community business people who provide invaluable assistance in putting on the event. All it takes is pre-occupation with your event to convey the impression to a business people that we do not really appreciate their efforts.

Keep constantly in mind that your event will be followed by countless others and that the club will need the continuing support of local businesses. Remember that you are, in effect, an ambassador for the Club. Every contact you make with local community business people should be aimed at both achieving your goal and developing important contacts for the future. It is usually appropriate and desirable for you to devise some method of publicly thanking the Club's supporters.



## **MEDIA TIPS & TRICKS**

Sometimes, getting media coverage is difficult if you don't know media connections. However, there are a lot of ways that you can get coverage for your event. Here are a few ideas to help you get the coverage your club deserves...

Small local newspapers or free community newspapers will allow you to write articles and submit them to be published. This is a great way to gain publicity for your club.

Assignment Desks are a great place to start if you are looking to get television coverage for your event.

Invite a local media personality to speak to your club. This will be a good way to introduce yourself to a person on the "inside."

Send information to a local columnist and ask for their support in promoting your events. This is a good way to get around having to deal with editors.

Community calendars are a great place to advertise your events and they are free!

You can pay for ad space... but why should you. Offer to hang a banner at your event in exchange for ad space.

Ask media outlets if they would like to co-sponsor a hands-on-event. This will assure that they have vested interest in the event.

Utilize media contacts that your venue may have already secured. Some venues have contacts that they will share with you.

Local magazines or local business publications will offer to publish charitable gifts. This is a good place to report on benevolent activities of your club. You may also be able to get free ad space.

Local radio talk shows may be interested in participating in either promoting your event or broadcasting from your event. This is generally seen as a "win-win" for both parties.

Be sure to contact the media six weeks in advance. Follow up two weeks prior to the event to assure that your event is covered.



## WRITING PRESS RELEASES

### *Some Tips for Writing Press Releases*

Good news releases take time and effort, but getting your message across clearly to the press can lead to excellent coverage of your event. Here are some tips for writing effective news releases.

- Allow enough time for the press to respond to your announcement and prepare for your event. Try to mail news releases at least two weeks before the event.
- State your message simply, without a lot of “educationese” or jargon.
- Make sure to include vital information such as time, place, and location of the event, plus the name of a contact person with phone number and e-mail address.
- State clearly who is sponsoring the event and who will benefit from it.
- State clearly the costs of the event, if any, and give information about who may attend.
- Double-check phone numbers, the spellings of people’s names, and dates and times that appear.
- Keep it short, use wide margins, and double space the text.
- Proofread the news release carefully, and ask someone else to look it over for you to make sure the information is complete and makes sense.
- Make sure that the contact person listed on the news release is aware that his or her name and phone number are being provided to the press.
- Make sure your group’s full name and its address, phone, fax, and e-mail are clearly identified.
- Give a quick summary of what your group does somewhere in the news release. This is often the concluding paragraph.
- Make sure that each envelope has the correct name and address of the media contact, and that it includes an accurate return address.
- Make sure every envelope has the correct postage.

# Press Release



## **Australia's OWN Service Club – APEX – celebrates its 74<sup>th</sup> Birthday – Its APEX WEEK**

APEX – Australia's only born and bred service organisation celebrates its birthday 74 years after being founded by three Geelong Architects in 1931.

**APEX has been responsible for kicking off** many of the institutions that are a part of Australia's heritage, including RFDS, Childrens Cancer Institute, Guide Dogs Training Centre, etc and has been and still is a keen supporter of Kids Helpline etc.

Our 4000 members are out in the community doing the hands on work, while growing, learning, making friends and having fun.

The APEX FOUNDATION, the Association's charitable arm, was set up in 1977 to invest the funds raised by APEX clubs, and ensure that these causes would have a future.

Today APEX AUSTRALIA is alive and kicking and not far from celebrating 75years of giving Hope to our Australian Community.

Our own Apex Club of ..... celebrates ..... Years of service to the local community, with achievements ..... such as.....  
.....  
.....

Send out or fax your release 10 days in advance of the release date.

