

## Publicity Coordinator Training For Media Kit Publicity

<http://www.wflains.org/about-western/media-kit/>

This training is intended for lodges doing their own publicity. Lodges have the option of sending their own media kits and news releases or asking Home Office to do this.

The purpose of the **Media Kit** is to create a positive image for Western Fraternal Life and your lodge in your community to help grow membership. It can give your lodge and Western better local exposure to attract more lodge interest and membership growth. It is intended especially for local media and local organizations. It provides more details and background material for media use. It allows partner organizations to explain more to their groups for joint activities and sponsorships. You can copy the support materials, or obtain them online at <http://www.wflains.org/about-western/media-kit/> to go with future event news releases. Any lodge news release must include **Western Fraternal Life** with the lodge name.

Please call Kitty for assistance at 877-835-2467, ext. 117.

1. **Your main publicity priorities** are to promote your lodge to community members and to support Western's publicity goals (providing releases) by communicating current social "value" or social "capital" that Western and your lodge provide. Your officers will need to discuss this first.  
Community service projects = *value*                      Offering scholarships = *value*  
Volunteer hours, number of volunteers, and fundraisers = *value*  
Providing clothes and food (basics) to the homeless or shelters = *value*
2. **Distribute the new media kit to the main local media source first**, typically a newspaper or TV/radio station in the lodge town or area. See #15 for types of news outlets.
3. **Remind your publicity coordinator to email, send, or take the media release/kit to a carefully selected editor or producer.** Call ahead to select this person. By following up you may learn they did not see your release yet and may need to re-send it.
4. **Be sure to follow up by phone** to learn whether/when/where (section) they may use the release in and how to obtain a copy for the lodge (print, audio, or video) and for award files.
5. **If doing your own releases online, follow instructions for creating and customizing your lodge news releases.** We'd recommend your media person (any volunteer) have internet access or someone to help them access our website to customize releases more easily.
6. **If you don't have a computer, try to find a young person** through the lodge, neighborhood, school, or a local organization to help you stay current in providing online releases during the year. Most editors prefer online releases which they don't have to retype. Or send/walk them in.
7. **Be brave about promoting regular acts of kindness and good works done by your lodge.** Publicity can be as simple as sending a photo of a lodge officer and a Western agent donating a lodge check to a community group or individual. **With each lodge release sent**, include at least: Fact Sheet, Who We Are, logo art sheet, member benefit brochure, and financial products and services brochure.
8. **Provide the important significance to the local community.** Ask, why do we want the community to know? Usually consider who you have helped as the lead for your story; who has benefitted from your efforts?
9. **Sparingly provide updated information to the media as necessary** - especially if the facts have changed – such as, "our festival will now have a new breakfast provided and here are the hours." Updated news is key to a better story.

10. **Request front page/top coverage when merited.** Once you have sent the media kit, don't be shy about requesting **front page** coverage or the **first five minutes on air**, if your officers believe your request would make a strong, timely news story. From your information, your media contact will decide if it merits top coverage (such as a 100-year anniversary). Call Kitty for help (877-935-2467).

11. **Be sure to include interesting facts in the release.** "Our lodge had 20 members and volunteers providing 1500 hours for the festival, from planning to completion."

Or, "Our lodge gave two \$750 scholarships to two deserving students."

12. **For any lodge publicity, state results and concrete statistics, but define the key – what is the meat or heart of the message?** "Our lodge helps those in need who live under bridges." Grab the emotions of the reader/listener by sharing a heartwarming story about lodge volunteer work. "Our pancake feed and raffle raised \$10,000 to help a family whose home was destroyed."

13. **Develop a solid working relationship with your local media**, so they grow to expect good news from your lodge on a seasonal basis.

- **Partner with the media** and learn how you can help them with their event coverage: be there at events to assist with introductions to key people for story quotes. Suggest front section cover **Western/lodge features** now and then, not just news releases, which often create simply news briefs.

14. **Suggested news topics for lodge publicity** (See <http://www.wflains.org/about-western/media-kit/>) (for your bigger events, provide research on the dollar value – volunteer hours, donations, etc.)

- Sponsoring/assisting with fundraisers, officer elections, lodge award announcements, major lodge events such as anniversaries, pin recognition, promoting benefits (i.e. giving child I.D. kits to schools or fire prevention event), JOIN HANDS DAY, Earth Day, Sept. 11 Service Day.
- Participating in the local festival (giveaways, booths, cultural demonstrations) or town event.
- Scholarships, monthly meeting notices or articles, lodge calendars, public officials invited to help with a lodge activity, starting a Facebook page/website and asking for participation.

15. **Choose the audience to promote your event best** by deciding who you want to reach; how to target your publicity for the best results (more attendance, more readers, etc.).

**Here are places to promote your lodge with the media kit (ongoing):**

- Newspaper, TV, radio
- Organization newsletters, history publications, magazines
- Your website, Facebook page
- Western's website, Facebook page (send entries to Kelsey Logan at [klogan@wflains.org](mailto:klogan@wflains.org))
- Church bulletins
- Community bulletin boards (such as at grocery stores, town hall, or lodge hall)
- Town blogs or websites (calendar, event info)
- School websites/newspapers/free shoppers
- You Tube – with decent video of lodge activity
- Sports/cultural arts programs (football, theater)
- College/university media outlets
- Business schools, local/state officials' emails