

Media Kit Guidelines

(For Publicity Coordinator)

This Media Kit has been produced for the purpose of creating stronger visibility for Western Fraternal Life in lodge communities. It can help to create new interest, awareness, and member growth in your lodge. See <http://www.wflains.org/about-western/media-kit/>. We encourage you to do your own lodge publicity locally, or if you want help, we can do this for you.

Recommended usage: the Publicity Coordinator may mail, email, or take these folders in person to your local news sources. We recommend sending the media kit or a condensed version to various media in your area, within two to three weeks before an event. Then follow up by phone to see 1) if they received it, 2) if they have scheduled it, 3) what section it will be published in.

1. Media Kit Instructions:

Deliver/send/email to the media: Your own event/activity news release, member brochure, financial products and services brochure, Who We Are/Fact Sheet, and logo art sheet with mission.

2. **Be sure to include a lodge calendar** - in any media kit that you provide to a local outlet for any upcoming events, which could be mentioned in the town calendar, news article, blog, video, or on-air news report. To be sure calendar events are considered for publication, also ask if they will be able to use the lodge information in your follow up phone call.

3. **To create your release for the Media Kit, go to <http://www.wflains.org/about-western/media-kit/>.** Complete the sample release template, filling in the blank lines as shown. Download and save this release on your computer. Then email or print out and send it to an appropriate reporter/editor. Follow up by phone to be sure that news person received your email, and keep a copy to send it again if requested. Be aware of technology glitches or a busy editor who may not see your email in time, so phone follow up is important.

4. **To email the Media Kit** - links can be found online at <http://www.wflains.org/about-western/media-kit/> including for the member brochure. Be sure to double check all the attachments, then copy and paste the main news release directly into the email. Provide a brief introductory email paragraph (See below) and mention the other attachments by name also. Be sure your contact information is both on the release and in the email for faster reference. Then call to see if they received it for sure.

Example of an introductory email (or print) paragraph from the lodge:

“(Attached/Enclosed) is the new Western Fraternal Life media kit about our upcoming festival. Our local lodge activities for Lodge _____ (Name, Lodge No., State) will reflect these changes in 2015. You may know our lodge for doing _____ on _____ (JOIN HANDS DAY or other). A photo of our members is attached. If you have questions you may reach me during business hours at _____ (Time).

5. **For a print news release** - take/send the Media Kit (pocket folder) to your local newspaper or other media outlet. This will help create a more contemporary image for Western. In smaller towns, you may be allowed to speak with the reporter/editor who receives it, to share the significance of your event personally. The release should have your contact information on it. Optional: add a personal note about your lodge or when you can be contacted. Provide two officer phone contacts.

6. **Usage of our name** – Always refer to the organization as Western Fraternal Life. You may also refer to the organization as Western on subsequent references. In releases to the media, in talking with reporters, and in putting information online, always refer to the lodge as Western Fraternal Life Lodge No. ___ at least the first reference. Let people know more about Western as well as your lodge and its members.
7. **Describing lodges** – In addition to our mission, please use one of these sentences to describe our lodges: Western Fraternal Life’s lodges are groups of volunteers who come together locally to do meaningful community service on behalf of our organization. With a variety of support from Western Fraternal Life, our members are able to give back to their communities. We promote civic, educational, environmental, and cultural programs as well as any special projects that are important to our members. Each year, our lodge volunteers donate over 100,000 hours of volunteer service to their communities.
8. **Logo usage** – download the logo from www.wflains.org in the appropriate scaling. Request that it be used only as shown - in the two shades of blue ink, black ink, gray scale, or in black or blue reverse with white type. Include the tagline. See the logo art sheet in the media kit. For special usage such as banners or anniversary cakes, you may obtain it directly online on the main page, or contact the Fraternal Department to send a link to your local vendor.
9. **Photo usage** – be sure to send or email only clear action or group photos with good contrast of light and dark (not gray or muddy). Be sure the photo shows lodge members and their volunteer activities while facing forward as much as possible (not their backs) to convey helpful, service-oriented, smiling, or grateful emotions.
10. **To publicize events** - search “Lodge Forms” on our website for other timely news release event topics, such as scholarships, lodge awards, JOIN HANDS DAY, 50 and 75 year celebrations, contest winners, festivals, or lodge-sponsored events/fundraisers.

Examples of news releases will also be mailed in print form with the secretary’s Fraternal Connection newsletter one time a year to put in your lodge handbook.

11. **Media Kit Usage year round** – It should include an upcoming event or post event release directly from your lodge, as well as the Who We Are/Fact Sheet, logo art sheet, member brochure, and financial products and services brochure.