

Public Relations Guide

EXCHANGE
THE NATIONAL EXCHANGE CLUB

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Section 1

Introduction

This Exchange Club Public Relations Resource Guide is designed to give clubs the information you need to launch a solid public relations plan that will get you noticed. You do not need to be a PR professional to be successful. Simply follow the steps outlined in this guide, and the stories will follow.

We compete with fellow non-profits and others who are also striving to promote themselves. By structuring a plan for your club you will be able to stand out and gain community support for your service projects, fundraisers and membership recruitment efforts.

Exchange Clubs have great stories to tell and will stand a good chance of getting media coverage if your stories are well-presented. Getting the word out about ending child abuse, promoting patriotism, nurturing our youth, and countless other service projects that clubs carry out will increase an appreciation for all the hard work your clubs do day in and day out. It will also encourage people to become members of your club!

Continuing the Exchange tradition of service takes time and effort, but it is well worth it. We must tell people who we are, what we do, and why. That is the heart of public relations: communicating the message of Exchange as an organization and your club's role in that organization through the valuable services you provide to your community. Let's get started.

The goal is to make the public aware of Exchange as an organization and your club's role in bettering your community.

Exchange & Your Local Media

Good public relations will take fostering a positive relationship with your local media and, in turn, your community. It takes some time and effort to build these relationships, but understand that the media is looking for stories to tell every day, and by working at it, you can become a trusted provider of good story information.

Introduction

Awareness of Exchange

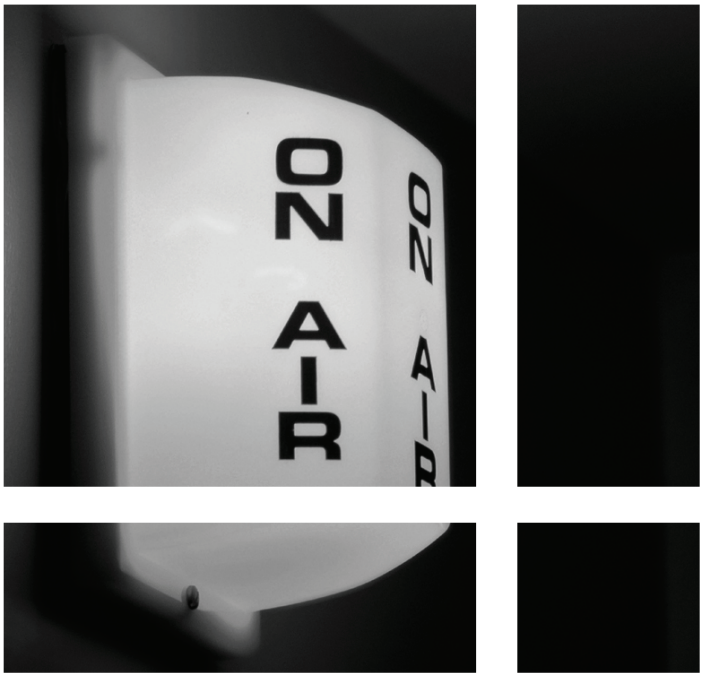
PR Plan

PR Chair

Sample PR Plan

Importance of Earned Media

Exchange Clubs do so many wonderful things in communities across the nation that you deserve to be noticed by your local media. As the media seeks to do interesting reports, a good club public relations effort can deliver what they need. Clubs, as well as our National Headquarters office have limited funding for paid advertising. An effective national campaign can cost millions of dollars. We need to do our best with the resources that we have and a good PR effort can earn valuable publicity.



Earned media (or free media) refers to favorable publicity gained through promotional efforts other than advertising; paid media refers to publicity gained through paid advertising. Earned media can achieve the desired effect with careful planning and follow through.

Media Has Many Forms

The media may include any mass media outlets such as newspaper, television, radio and the Internet, and may include a variety of formats, such as news articles or shows, letters to the editor and editorials. The objective of publicity is to gain attention and is a vital part of any PR effort. Publicity, in the form of newspaper articles/ads, television news stories, public service announcements, and other vehicles are a good way to create greater public awareness of Exchange.

You must determine what events or activities are worth promoting and then publicize them on an ongoing basis. Organizing two big "blasts" of publicity a year is not enough to give the public a complete understanding of Exchange. It is best to form a relationship with media contacts and follow up on a regular basis. The information you choose to present must be done in a professional, accurate and, most importantly, interesting manner.

The Growing Influence of Social Media

Social media employ web and mobile-based technologies to support interactive dialogue and changes the way organizations, communities, and individuals communicate. Recently, social media became one of the most powerful sources for news updates through platforms such as Facebook and Twitter. Exchange uses Facebook and Twitter regularly to update members with valuable information.

Facebook

Facebook is a social networking service used by individuals, companies and organizations worldwide. Exchange has a Facebook page, and regularly shares information about national news, great club projects and more. Club members are encouraged to "like" the NEC Facebook page and post your comments as well. Posting your club news on National's Facebook page is a great way to get the word out about your projects. Your club or district is encouraged to start its own Facebook page to attract attention to the great things you are doing in your community.



number of countries in which Facebook is the #1 social network

Posting your club news on National's Facebook page is a great way to get the word out about the great projects you're doing.

Image Makes the Difference

An essential part of PR is the public's perception of your club. What do the people outside of your club know about you and about Exchange?

To enhance your image within the community, you and your fellow members need to maintain and promote awareness of your club. The objective of public relations is to earn public understanding, acceptance and support of your club's projects. A positive image will increase your club's credibility and strengthen its position in the community. This can be achieved through an effective PR plan.

To enhance your image within the community, you and your fellow members need to maintain and promote awareness of your club.

Your Public Relations Plan

To fully reach your club's publicity potential, you should first develop a PR plan. Ideally, your club should implement a year-long plan that outlines your club's major activities. The PR plan is a working document that allows you to prepare your public relations activities in advance. It should be clear, concise and measurable. The plan should address all club activities for the year, defined PR goals, strategies or action steps, a timeline and a list of roles and responsibilities for the chair and committee members. See the sample PR plan in the following pages for an example of what this process looks like.

Steps to Follow

- The most important first step is to name a PR Chair who will be responsible for carrying out the plan. That person can be assisted by committee members, but if no one is in charge, the work will not get done.
- Next, set goals and objectives. What are you looking to achieve and what audiences are you trying to reach? What message are you trying to send?
- A budget must also be established when deciding what medium (posters, fliers, radio ads, billboards, etc.) to use. Including all of this information will ensure that your plan is strategic and thorough. While earned media is utilized by most clubs, if your club has the capacity for some paid advertising, it should be employed to make sure your message gets out exactly the way you intend it to be seen.
- Consult the Exchange Club or District Leader's Planner for a calendar or refer to the National Exchange Club's Web site, www.nationalexchangeclub.org, for major events that should be included in your plan.
- After each event and periodically throughout the year, review and evaluate the PR plan. Minor changes may be needed to make the plan a more complete and useful tool. For example, if the club had success in one area (i.e., radio), strive to do even more in that area for future events.

Be sure to keep trying other media outlets as well. Even if print media doesn't cover a certain item this time, they may run something for the next event. Remember that the media receive numerous releases and story leads every day. Your next event may be publicized if more lead time is given or if more room is available in the next issue or newscast. Don't ever give up on a media outlet.





Publicity Opportunities

- ✓ All fundraising events and special community projects
- ✓ Guest speakers
- ✓ Club officer elections and installations
- ✓ Recurring national projects such as National Child Abuse Prevention Month, Freedom Shrine Month, Youth of the Month/Year, National Crime Prevention Month and One Nation Under God Month
- ✓ Club member achievements in the community
- ✓ Club anniversaries and milestones
- ✓ Sponsorship of a new Exchange Club
- ✓ Any event or activity that provides a good photo opportunity for the media

A specific plan for each club event should be written to provide more detailed information and direction for your club's PR committee. Use the worksheet located on the accompanying CD to help plan media coverage for your events, or go to www.nationalexchangeclub.org and click on the PR Toolkit link.

PR Chair

Club Level

This may be one of the most important members of your club, as his or her efforts hold the key to the future success of your club in many areas. Every club should have a PR Committee to ensure that the chair has the support he or she needs to carry out your club's PR plan.

It is the PR Chair's responsibility to:

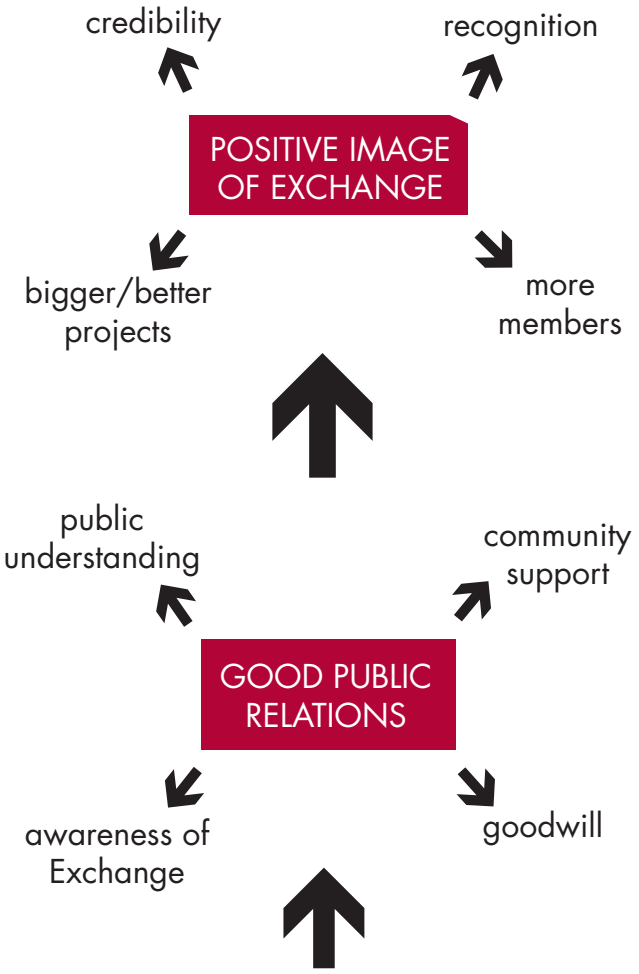
1. Plan and evaluate all local public relations efforts for your club.
2. Act as a resource to your club; inform other officers, committees and members of what can be done to enhance your club's image.
3. Follow through with all national public relations efforts.
4. Be a liaison between your club, district and national. Send articles on club successes to commun@nationalexchangeclub.org or magazine@nationalexchangeclub.org.

Sample Exchange Club Public Relations Plan

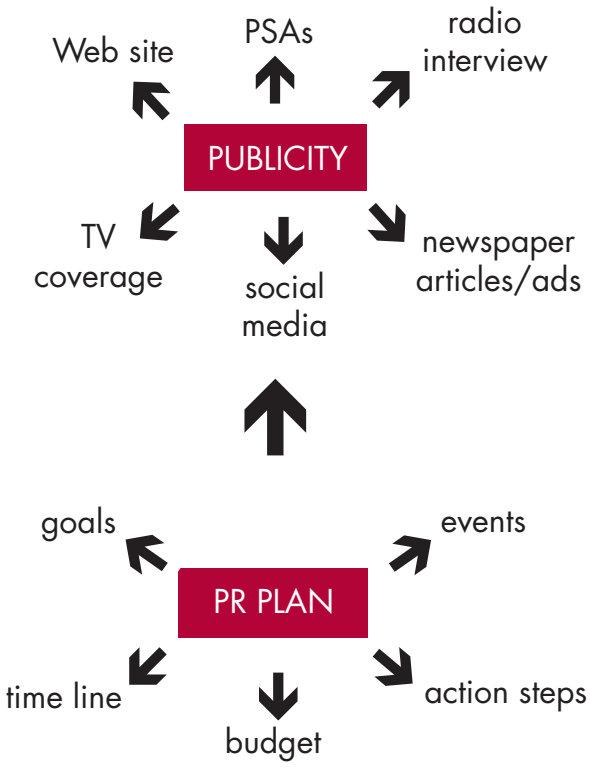
Month	Activity	Goal	Action Steps	Responsible Person	Time Line
January	Membership Drive Stand Up America	• To increase public awareness of our club, where and when it meets, what we stand for, who to contact for more information, how to join, etc.	• Send news release • Arrange for interview with club president on WXYZ-FM • Create flyer for prospective member mixer and mail • Give PSA to local weekly news and follow up by phone call • Arrange for an interview on a television public service show for club president and membership committee • Have club information at prospective member mixer • Plan for visuals	• Jane • Bob • Bill • Sue • Bob • John • John	by Dec. 20 by Jan. 1 by Jan. 5 by Jan. 10 by Jan. 18 by Jan. 18 by Jan. 10
February	Community Service Month	• To increase public awareness of Exchange and our local activities	• Send news release for community service project to be held on Feb. 26 • Place reminder calls to media the day before event • Have signage at the event. Plan for visuals • Act as media contact	• Jane • Bob • Bill • Jane • John	by Feb. 3 by Feb. 25 day of event by Feb. 3 day of event
March	Celebrate Exchange (March 27, 1911 is the birthday of Exchange)	• To gain public understanding of our club and its involvement in the community	• Take Proclamation to Mayor's Office • Send media kits; include information on club growth, board members, community service programs, etc. • Plan for visuals	• John • Sue and Bill • Sue	by March 3 by March 10 by March 3
April	Child Abuse Prevention Month/Blue Ribbon Week	• To increase public awareness of our local child abuse prevention efforts • To attract more people to our blue ribbon sale at the mall	• Send news release for blue ribbon pin sale on April 3 • Arrange for live remote with WABC-FM from mall during event • Send release for Believe in the Blue • Place reminder calls to media the day before event • Have signage at the event • Act as media contact	• Jane • Bob • Sue • Bill • John • Jane	by March 15 by March 8 by April 2 day of event day of event by March 15
May	Freedom Shrine Month	• To increase public awareness of our Freedom Shrine program • To attract more people to our Freedom Shrine dedication at your local high school	• Send news release for May 14th dedication. • Invite city officials and other dignitaries to event • Place reminder calls to media the day before event • Have proper signage at the event • Act as media contact • Plan for visuals	• John • Sue • Bob • Jane • Bill • John	by April 23 by April 25 May 13 day of event day of event by April 23
June	District Conventions/New Officers	• To promote new board members and district convention	• Send news release regarding newly elected board members • Send news release of date, time, location, guest speakers, etc., for district convention/conference • Plan for visuals	• Sue • Jane • Bill	by June 15 by May 30 by May 30
July	National Convention	• To publicize local members attending national convention	• Send news release • Plan for visuals	• Bill and Bob • Jane	by July 1 by July 1
October	Crime/Fire Prevention Month	• To increase awareness of our club's crime/fire prevention activities • To encourage parents to bring their children to the the mall for fingerprinting	• Send news release on child fingerprinting at the mall on Oct. 14 • Arrange for radio interview • Place reminder calls to media the day before event • Have signage at the event • Act as media contact • Plan for visuals	• Sue • Bill • Joe • Jane • Bill • Joe	by Sept. 20 by Sept. 25 Oct. 13 day of event day of event by Sept. 20
Novem-ber	One Nation Under God Month	• To increase public awareness of club's One Nation Under God breakfast • To encourage community to attend pancake breakfast	• Send news release for program on Nov. 30 • Arrange for radio interview • Place reminder calls to media the day before event • Have signage at the event • Act as media contact • Plan for visuals	• Bill • Bob • Jane • John • Bob • Jane	by Nov. 10 by Nov. 15 Nov. 29 day of event day of event by Nov. 10

PR Flow Chart

The PR Flow Chart illustrates how important good public relations builds on a well-thought PR plan. With solid building blocks, the foundation of a positive public image is built. It is up to club members and leaders to show the community all that Exchange does.







District Level

Every district should also have a Public Relations Committee to ensure that district programs are being promoted.

It is the PR Chair's responsibility to:

1. Plan and evaluate all public relations efforts for your district.
2. Act as a resource for your district; inform other officers, committees and members of what can be done to enhance your district's image.
3. Follow through with all national public relations efforts.
4. Be a liaison between clubs in your district and national. Send articles on club and district successes to National Headquarters at the e-mail addresses above.

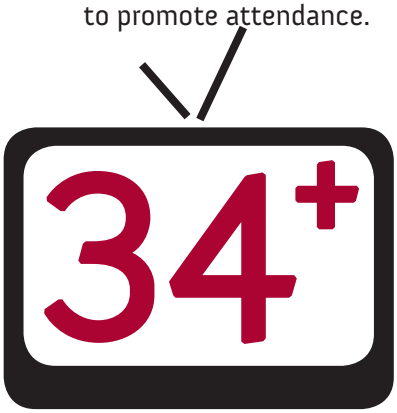


Section 2

Publicity and the Media

The first step toward obtaining publicity is to become familiar with your local media. Be sure to:

- Develop a complete media list that can be passed on to future publicity chairpersons (most chambers of commerce provide lists at no charge or you can do a Google search.
- Keep your list up-to-date with the names, addresses, telephone and fax numbers, e-mail addresses and deadlines of your media contacts (usually the news editor, city editor, feature editor or assignment editor). Media contacts can change frequently.
- Contacts for radio and television stations include news directors, public service directors and promotion managers. Familiarize yourself with the local news and public affairs programs that air on radio and television stations, as well as the local cable company. Schedule interviews prior to events to promote attendance.



Publicity and the Media
The Media
Generating Media Interest
News Release Format
Public Service Announcements

- Suburban newspapers, wire services (AP and UPI) and special interest publications may be a good place to circulate your stories.
- Have a media kit available at all events. Include a general information sheet about your club and The National Exchange Club, as well as a release about the event (samples available on attached CD). Provide good contact information for follow up.
- Be sure to ask club members if they have friends in the media. A personal relationship can often make a difference in coverage.
- Invite members of the media to be a speaker at a club meeting or invite them to attend a social activity.
- Ask a local radio or television personality to be the spokesperson for a major event your club is hosting.

The Media

Newspapers

Newspapers offer a great opportunity for your club to generate publicity. Become familiar with the sections of your newspaper, including community and business news, features and columns. When submitting information, be certain that the item is newsworthy within the newspaper's circulation area, addressed to the appropriate department or editor, and delivered well in advance of the publication date.

Other types of print media include weekly and monthly newspapers, magazines, community and business publications and shoppers news. These are often willing to print news of local community service happenings. Be sure to find out the deadlines and policies for each publication when submitting information and make a note of it on your media list.

The following are suggested approaches for submitting your information to print or television media outlets:

- **News releases** are often the most effective means of providing information about your club and event. Many local news stories are created from current, factual news releases. Keep them short and to the point.
- **Features** are human interest stories that focus on a local angle and are not based on a hard news time line.
- Documenting your events with **photography** is a must. A picture says a thousand words. Both newspapers and television stations look for great visual opportunities. If a photographer is not assigned to your event, be sure that someone snaps some photos and sends them along to the news outlet following the event along with the news release. Follow up to be sure they were received.
- **Letters to the editor or "op-ed" guest columns** provide an additional way to communicate information about your project. The "letters" section of the newspaper is popular and well-read. When writing the letter, the key to getting it printed is to be brief in your comments and stay positive. Be sure to sign the letter, include your address and telephone number so they can follow up with you to be sure you are the one who submitted the piece.
- **Community calendar listings** are available in most daily and weekly newspapers. Contact the community affairs desk for publishing deadlines. Some publications and media Web sites allow you to enter your own event information.





It is vital that your club establish ongoing relationships with the media.

Television and Radio

Broadcasting is one of the most effective means of publicity for service organizations. Due to time constraints, cost and the many organizations vying for limited air time, it may be a challenge to get your message on radio or television. One of the best ways to go about it is to contact the station manager, explain your activity and how it will benefit the community and ask if your group can count on cooperation from the station. If you know a local reporter you can contact him or her directly.

Other Media Outlets

- ✓ Public service programs are local community service talk shows produced by television and radio stations. Present your information to the station's public affairs director for the best chance of getting your information aired.
- ✓ Community calendars are listings of upcoming local community events announced during a station's news broadcast. This provides an organization with the opportunity to get some additional publicity at no cost.
- ✓ Cable television is another way to obtain extra media coverage. Find out what is available in your area. Public access stations are another source of free air time. Cable companies are very receptive to community service-related programming ideas.

Always document your events with photos!

- ✓ Use a digital camera when possible
- ✓ Avoid distracting backgrounds
- ✓ Focus on two or three people in one shot
- ✓ Identify the people in the photograph from left to right
- ✓ Action shots are preferable over "grip and grin" photographs

The best way to ensure newsworthiness is to develop activities that will interest both members and nonmembers living and working in the community.



Generating Media Interest

There are many types of events that the media will consider covering. The best way to ensure newsworthiness is to develop activities that will interest both members and non-members living and working in the community. Many times, routine happenings can be news if an "angle" can be found such as an unusual occurrence, humor, impressive statistics or involvement of someone well-known. The greater the impact your event has on the community, the greater the interest of the media.

Writing the News Release

Writing news releases is simply a matter of reporting the facts to the media. When writing a news release, keep in mind the who, what, when, where, and why. What the event is all about, who is sponsoring it, where and when it will be held (the date and time should be written together), and why it is happening will be of primary interest to the editor. All of these should be answered in the first paragraph of the news release. The how of the event or activity can be explained in the second and third paragraphs, along with additional details about the event and your club.

When writing the release, avoid repetition of words, and the use of words that aren't easily understood. Don't include your opinion in the release. Describe the main idea and, if possible, include a quote or some newsworthy comments. Make sure your facts are accurate and that all names are spelled correctly.

The News Release Format

Use the following specifications when writing for the media.

1. Double-space and set left- and right-hand margins at 1-1½" for easy editing.
2. Type the release on your club's letterhead, including the name, address and telephone number of a contact person. Make sure the contact person can be reached at the listed number at any time.
3. Type the date when the release is to be used or "FOR IMMEDIATE RELEASE" on the left-hand side above the headline. If the release is urgent, type "MEDIA ALERT."
4. Try to keep the length to one page.
5. Use a headline to localize the release and emphasize the theme.
6. Leave a space after each paragraph.
7. At the end, type the symbols "###" at the bottom center of the page.
8. Deliver the material approximately one week in advance for daily publications and four to six weeks in advance for monthly publications.
9. If a media opportunity comes up and time does not allow you to send the release out weeks in advance, fax the release to the news departments as soon as possible.

10. Call the media the day before the event to be sure they received your release. This will also serve as a polite reminder.
11. Be sure that you have the correct name of the contact person, i.e., news director, program manager, assignment editor or news editor.
12. When your release is used, send a thank-you e-mail.

Sample news releases and other public relations tools are on the accompanying CD and on Exchange's Web site: www.nationalexchangeclub.org then click on the PR Toolkit link.

Public Service Announcements

Public service announcements are complimentary advertisements or articles promoting your club and event. They are generally printed by newspapers and magazines in local communities as a donation to an organization or fundraising event. They can also be in the form of a radio announcement. Typically, if you provide a 15, 30 or 60-second script, you can find a radio station that will record your message and air it free of charge. You can find camera-ready print PSAs on Child Abuse Prevention and other general Exchange print PSAs and ads on the accompanying CD or at www.nationalexchangeclub.org. PSAs are not news, but simply announcements that can be aired several times to increase the public's awareness of your Exchange Club and its efforts. Contact the public service director about scheduling and approving your PSA.

1. When producing a public service announcement for television, try to get a prominent person in the community to appear in your PSA. This will help establish credibility for your cause. When the public sees this individual promoting your efforts, they are more likely to support your club and its activities.

What Is Newsworthy?

- ✓ Exchange Programs of Service
- ✓ Child Abuse Prevention Programs
- ✓ Community Awards and Honors
- ✓ The Opening of a new CAP Center
- ✓ Kick-off of an Annual Fund Drive
- ✓ A Community Festival
- ✓ Community cleanup days
- ✓ Anything that is new, important to a large number of people
- ✓ Events that involve someone or something famous

Checklist for Improving Newsgathering and Writing Skills

- ✓ Lead should be specific and concise. Keep it to four lines or fewer. Emphasize the details most likely to affect and interest readers.
- ✓ Emphasize the story's most interesting, important, unusual or unexpected developments.
- ✓ Emphasize the story's impact on its readers.
- ✓ Use words that are descriptive, specific, interesting and spelled correctly.
- ✓ Use strong, active and descriptive verbs.
- ✓ Explain visually interesting aspects of the event or story.
- ✓ Double-check all facts for accuracy.
- ✓ Identify everyone mentioned in the story, i.e. Club President, etc. (normally the first time he/she is mentioned).

2. When you have contacted the public service director of the television or radio station, be sure to ask if the station will tape the PSA for you, or if you need to create one yourself. Most stations have guidelines for developing PSAs.
3. PSAs should be written in a conversational style, as though you were talking to someone. Keep sentences short and mark the timing of the PSA on the copy (15, 30 or 60 seconds, etc.).
4. If the PSA promotes a scheduled event, be sure to submit the materials approximately four to six weeks before the event. Don't forget to indicate when the station should stop airing the PSA.
5. If you choose to submit video PSAs, include a printed copy of the message to inform the public service director or station manager of its contents.

PSAs are not news, but simply announcements that can be aired several times to increase the public's awareness of your Exchange Club and its efforts.

6. Copy should be triple-spaced and typed on club letterhead. Always try to use short sentences and simple words. Don't include too much information. Be sure your timing is accurate.
7. Make sure that the name and number of a contact person is also printed on the copy of the PSA.

News Conference

When a major event is taking place, or if an important announcement is being made, a news conference can be an effective method of getting your message across to all media outlets simultaneously. It is important to use the news conference only when a significant news event is occurring.

To alert the media about your news conference, send a news release specifying date, time, location and reason for the conference. This release should be sent one week prior to the event. Follow up with a phone call a day or two before the news conference to remind the media and answer any questions they may have.



Be sure to have a spokesperson on hand to make the presentation and be available for questions afterwards. Be sure to enlist the assistance of your National Headquarters Communications Department at commun@nationalexchangeclub.org.

Sample Press Release

Your club letterhead

Date

News Release
Contact:

Exciting Headline

Attention grabbing lead sentence. Who, what, where, why continues your first paragraph.

How and other details are included in the second and third paragraphs.

###

Using the Inverted Pyramid Style

- ✓ Summarize the story in the lead. Present details in order of importance, beginning with the most important.
- ✓ Emphasize the most newsworthy details, the ones most likely to interest and affect the readers.
- ✓ The story's second paragraph should continue to discuss the topic summarized in the lead.
- ✓ The story's third paragraph should continue to emphasize the news, rather than focusing on minor details, names or background information.
- ✓ Critically review your story after it is completed. Have someone else proofread it for you. Refine it and send it.

Section 3

Other PR Avenues

There are many methods to promote and publicize your club's activities and events. In addition to sending news releases and PSAs to the media, try a few of these positive public relations tactics.

Proclamations/Public Officials

Many times the media will focus on prominent people in the community. Educate a public official or celebrity in your community about your club. Ask the mayor to sign a proclamation endorsing your club's activity or event. This will aid in the promotion of your events. Some sample proclamations can be found on the attached CD or at www.nationalexchangeclub.org.

Exchange Fact Sheet

A fact sheet is a one-page document that highlights the important points and accomplishments of your club. Use your club's fact sheet in every aspect of your publicity efforts. Include a copy when sending news releases. Display it at the chamber of commerce, local government offices, universities and community colleges, libraries, community events and during all of your Exchange Club activities. See attached CD for a sample fact sheet or go to the NEC Web site and click on the PR Toolkit for a sample fact sheet. Keep this document updated as needed.





Other PR Avenues

National Publicity

National Awards

Brochures/Posters

Your club activities can be summarized into a brochure or poster as a member-recruiting tool or general promotional piece. The National Exchange Club produces a variety of publications explaining the history and objectives of Exchange. There are also attractive full color recruiting brochures and Child Abuse Prevention brochures available, among others. They are designed to help with your efforts to add new members and educate the public about Exchange. Some are free and some have a nominal charge. Images and cost information is listed in a document on the enclosed CD, or go to www.buyexchange.org to see what is available.

Club Banner/Signs

Whenever your club is participating in any type of activity, display Exchange Club banners and signs to help increase public awareness of your projects.

Road Signs

Publicize your club by displaying Exchange Club road signs at major roadways in your community. Signs are available from the Exchange Market at www.buyexchange.org.

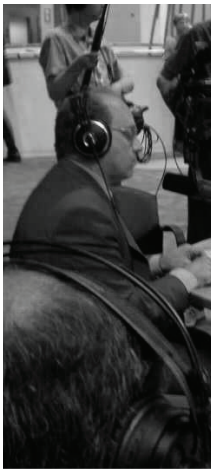
Billboards

Work with a local outdoor advertising company to develop a billboard that corresponds with club activities. A billboard will communicate your club's mission to a larger number of people and can also be an excellent recruiting tool. In fact, some billboard companies will provide space at no cost on an "as available" basis.

Your National Headquarters has billboard art available that can be customized with your club name. Go to the NEC Web site and click on PR Toolkit.

Club Bulletin

Your club bulletin is another excellent publicity tool. Don't limit your mailing list to members. Include the media,









prospective members, elected officials and community leaders. If possible, offer your bulletin by email and on your club Web site to give prospective members and the media easy access.

Exchange Today Magazine

Don't forget to submit details about your club's events and activities to the editor of *Exchange Today* magazine. Sharp, well-posed photos are also encouraged. Unique shots are preferred. If you have an office, leave the magazine out for others to see. Send to magazine@nationalexchangeclub.org.

The Internet

Many clubs and districts have Web sites and link them to our national Web site, www.nationalexchangeclub.org. Use both your local site and the national site to educate the world about your programs and activities.

Ask if your local chamber of commerce, government office and college or university have an Internet bulletin board where your club can post meeting information and special events. Many community papers also provide free listings for upcoming events on their Web site.

Blogs

A blog is a type of Web site that maintains an ongoing chronicle of information. Blogs can be for personal or business use, and can focus on one topic or a range of subjects. Blogs makes it possible to carry out a conversation in public, potentially with hundreds of thousands of readers.

Creating a blog on certain Web sites is free, and requires little to no technical background to update and maintain. It can be updated as often as you like to offer new information to your readers. If your club has a Web site, a blog can add a personal touch. A blog can be open and allow anyone to create new topics and start discussions.

Twitter

The benefits of Exchange Facebook use was previously mentioned on page 3. Twitter is another social networking service that is a micro blogging site. Posts are limited to 140 characters and content is intended to be updated and responded to frequently. Twitter is also used to share photos and web links to interesting information, and often re-tweeted by other Twitter members. National is on Twitter and shares national and club news daily.

Podcasts

Podcasting is a method of publishing audio and/or video files to the Internet, allowing users to subscribe to a feed and receive new files automatically by subscription, usually at no cost. Podcasts are a useful, affordable way for groups to reach out to the public.

They can help attract a larger audience to your cause. The most challenging part of putting together a podcast is coming up with quality content that furthers your club's goals while giving your audience a reason to tune in regularly. Remember, in podcasting, it's what you say, how you say it, and where you promote it that will help your voice be heard.

Tips On Using Quotations

- ✓ Quotations should explain, describe or emphasize an important point.
- ✓ Quote only the source's exact words.
- ✓ If a quotation includes several sentences in a single paragraph, place quotation marks only at the beginning and the end of the entire quotation — not at the beginning and end of every sentence.
- ✓ Use single quotation marks for quotations that appear within other quotations.
- ✓ Quotations should not repeat facts reported elsewhere in the story.
- ✓ Be sure to give credit to or attribute quotes accurately.
- ✓ Vary sentences and paragraphs so most do not begin with the attribution.
- ✓ Place attribution outside the quotation marks.
- ✓ Quote only people, not places or institutions.
- ✓ Avoid words of attribution such as "hopes," "feels," or "believes.".

Exchange Apparel

Attractive hats, shirts, sweatshirts, ties and other Exchange clothing is available from your National Headquarters. Wearing these items further promotes your club and Exchange as a whole. When you host a club event, members wearing matching club t-shirts, hats, aprons and the like make a big impression. The Exchange Market can also help you with your custom apparel needs.

Lapel Pin

As an Exchangite, you should proudly wear your lapel pin on a regular basis. Encourage your club members to do the same in an effort to make your club more visible in the community. Wearing your pin often prompts a question about it. That is the time for you to recite your 30-second "elevator speech" and invite that person to your next club meeting.

Club Scrapbook/Club Web Site

Many clubs choose to compile a scrapbook of photographs, newspaper clippings and other memorabilia from club events and activities. This scrapbook can serve as an effective PR tool during a prospective member mixer or membership drive. Future members are interested in finding out what the organization is all about, as well as what the club does. The history of your club should also be included on your club's Web site.

Other Newsletters/Bill Stuffers

Send news releases and PSAs to other local newsletters (church, trade/industry, health care) and to utility companies (cable, water, electric, gas, telephone) as possible bill stuffers. In addition, many utility companies include a newsletter in their monthly billings. Submit your club's information so that they may consider promoting your club's efforts in their newsletter. Be sure to follow up with a phone call to judge their interest and answer questions.

Are You Easily Found?

Be sure your club is listed in the telephone directory, the chamber of commerce and city directories. Supply your local Welcome Wagon with informational club brochures. The Exchange website, www.nationalexchangeclub.org, includes a club locator tool that you can use to locate clubs in a particular area. Make sure that your club information is current by checking it on a regular basis.

Use both your local website and the national site to educate the world about your programs and activities.

Final Checklist

After you write a news release or story, review for the following. If you answer "no" to any of the questions, you may have to edit or rewrite your release or story.

- ✓ Have I used short, familiar words?
- ✓ Have I used short sentences and paragraphs?
- ✓ Have I eliminated unnecessary words?
- ✓ Have I avoided statements of opinion?
- ✓ Have I avoided overloading my sentences?
- ✓ Have I used relatively simple sentences, with normal word order: subject, verb, direct object?

National Publicity

National television and newspaper advertising is big business. It is not uncommon to pay more than $150,000 for a 30-second ad in prime time television. The high cost of advertising makes implementing a quality national media campaign difficult and out of reach.

Fortunately for nonprofit groups like The National Exchange Club and The National Exchange Club Foundation, there is an alternative. National broadcast stations are required to donate a portion of advertising space to nonprofit agencies.

Periodically, your national staff develops print, video and radio public service announcements (PSAs). These PSAs are distributed to national magazines and broadcasting companies, as well as various newspapers. Through the past few years, Exchange has been fortunate to have had complimentary placement of these PSAs resulting in free advertising.

In addition, your national staff is always looking for new ways to promote Exchange on a national level. The National Exchange Club and the NEC Foundation are continually working to secure national spokespersons. Many Exchange Club members have valuable connections with celebrities who may be willing to publicly state their support for child abuse prevention and other Exchange programs through a variety of promotional avenues. In order to maintain the integrity of Exchange and its Foundation, the following guidelines have been established by The National Exchange Club and the NEC Foundation public relations committees:

Spokesperson Guidelines

1. Two categories of spokespersons have been identified:
   A. **Endorser**: A well-known public figure who believes in our organization and purpose, and is willing to participate in promotional efforts via taping and photographing of public service announcements. These individuals are not expected to contribute more than in a promotional capacity.
   B. **Active Spokesperson**: A well-known public figure who agrees to participate on a promotional level, and is willing to be involved at a higher level such as making personal appearances at the national convention, conferences, club/center functions, etc. This person may also consider being the national fundraising chairperson for child abuse prevention — similar to Jerry Lewis' role with MDA.
2. Before making any commitments to potential spokespersons, a celebrity being considered as a child abuse prevention spokesperson must be approved by the NEC Foundation Board of Trustees. **A celebrity being considered as an Exchange Club spokesperson (other than CAP related) must be approved by the NEC Board of Directors.** Exchange Club members are encouraged to "open the door" with potential spokespersons to learn of their interest in supporting our cause, but should not make any offer pertaining to the spokesperson's position. All spokesperson requests should be forwarded to the National Headquarters.
3. **The appropriate PR committee (Foundation/NEC) will complete an analysis of the potential spokesperson,** which will include, but not be limited to, discussions on the following topics:
   A. Why is he or she a good "fit"?
   B. To which publics and secondary publics does he or she appeal?
   C. Are there any potential negatives to choosing a particular spokesperson?
   D. Would this person be an appropriate spokesperson for Exchange and its child abuse prevention effort? Why?
   E. What type of spokesperson category does this person fit in? Endorser? Active Spokesperson?
   F. Is this person a long-term spokesperson or a short-term spokesperson? Why?

   Note: Once the analysis is complete, either committee will submit a formal proposal to the appropriate governing board for final approval.
4. **A Spokesperson Participation Form and Talent Release must be completed** by the potential spokesperson prior to any taping, photography and public speaking. These forms are available from National Headquarters.

These guidelines may also be used at the club level for a local spokesperson.

Review these questions with club members and implement where needed

- ✓ Do all of your club members wear their Exchange lapel pin on a daily basis?
- ✓ Do you display Exchange road signs in your community?
- ✓ Do you send news releases for your interesting projects?
- ✓ Do you invite the media to your meetings/events?
- ✓ Do you send public service announcement material to radio and television stations?
- ✓ Do your members display *Exchange Today* magazine at their office?
- ✓ Do you wear Exchange apparel while performing community projects?
- ✓ Do your club members use Exchange XC oval stickers?
- ✓ Can your members explain Exchange when asked?
- ✓ Do you send your club bulletin to the media and prospective members?
- ✓ Do you send news releases, pictures and articles to National Headquarters for Exchange Today magazine?
- ✓ Do you display Exchange banners and signs at your service projects, fundraisers and other events?
- ✓ Is your club listed in the phone book?
- ✓ Are your meetings listed in the community calendar of your newspaper?
- ✓ Is your club listed with the Chamber of Commerce?
- ✓ Is your local welcome wagon supplied with club brochures and small Exchange gifts?

Awards

The National Exchange Club knows how hard clubs work to get their names recognized in their communities, and reward those clubs that do the best job. Below are descriptions and criteria for several national awards to keep in mind when planning your club's public relations campaigns, newsletters, and Web sites. Make a note of the deadlines and be sure to apply and earn awards for your clubs' efforts!

National Best Club Bulletin Award

A plaque is awarded to two club bulletin editors — one for clubs with fewer than 50 members and one for clubs with 50 or more members.

Bulletins will be judged for content, readability and eye appeal (see application on the NEC Web site). The bulletin in each membership category with the highest score will be the winner.

Entries will be judged by a panel of professionals with experience in writing, newspaper or periodical editing or related communications field.

Requirements:

1. Bulletin must be published and distributed at least once a month.
2. Winners become ineligible to win for the next three years.
3. Deadline for receipt of entries at National Headquarters is April 10.
4. Please submit three samples of a club's bulletin published between April 1 and March 31 for consideration by the judges.

Application: *Send the National Best Club Bulletin Award entry form found on our Web site and three samples published between April 1 and March 31. See application for judging criteria.*

Successful Media Relations Tips

- ✓ Know deadlines
- ✓ Know key people
- ✓ Establish a relationship
- ✓ Be sure to thank the media representative for his/her time
- ✓ Be patient and persistent
- ✓ Invite a media representative to be a guest speaker at a club meeting
- ✓ Be honest
- ✓ Be reachable — before, during and after regular business hours
- ✓ Follow up

EDIT District Bulletin Award

A plaque is awarded to two district bulletin editors, one for each membership level: 799 or fewer; 800 or more. (Membership is determined as of July 1.) The EDIT Award will be presented to the bulletin editor in each membership level receiving the highest point totals. Entries will be judged by a panel of professionals with experience in writing, newspaper or periodical editing or related communications field.

Requirements:

1. Entries must be official printed publications of the District Exchange Clubs.
2. All issues of the district bulletin published from April 1 through March 31 of this administrative year must be submitted. To be eligible, a district must publish a bulletin at least four times in a 12-month period.
3. Winners of last year's award become ineligible to compete in this year's competition.
4. Entries will be judged on a 10-point scale in the following categories: district news coverage, club news coverage, national news and promotion, Exchange education, layout and eye appeal, writing quality, improvement and frequency of publication.

Application: *The official EDIT Award entry form available on our Web site must be completed by the editor and submitted with bulletin entries by April 10. See application for additional award information.*





National Best Club/District Web Site Awards

Distinctive plaques are awarded to the clubs and district whose Web sites are judged best, on the basis of their point totals. Web sites will be rated on a scale from one to 20 in the content category and from one to 10 in the other categories. Scoring by each of the judges will be totaled to determine the winner in each of the three categories.

The three Web sites receiving the highest scores, out of a possible of 50 from each judge, will be the winners. Judges will be professionals with several years of experience in the field.

Requirements:

1. There are three categories of competition in national judging:
   a. For club Web sites developed by Exchange Clubs reporting 50 or more active members during the administration year.
   b. For club Web sites developed by Exchange Clubs reporting 49 or fewer members during the administration year.
   c. For district Web sites.
2. To be eligible for a national award, the district or club must have a completed Web site accessible on the World Wide Web by the entry deadline of April 10. Judging will be completed by May 31.
3. Each entry form must be signed and/or certified by a district or club officer that the entry is the official Web site of his/her district or club.
4. Winners of last year's award become ineligible for this year's competition.

Application: *The Web Site Award entry form on our Web site must be completed and returned to National Headquarters by April 10. See application for judging criteria.*

Web Video Award

The primary target audience for your Exchange Club's video is your community. This video is something that can/should be shown at rush parties, mixers, and recruiting events. It should be personalized to your community, but may also include district and national information.

Objective: After watching the video, the target audience is so inspired and intrigued that they should want to visit the local club Web site and the national Web site and join your club.

Application: *The Best Web Video Award entry form on our Web site must be completed and returned to National Headquarters by midnight, May 15. See application for additional information.*

Public Relations Award

Clubs meeting at least six of the following requirements will receive a banner patch. Two national winners will receive a convention package (travel not included) and the opportunity to participate in a public relations convention seminar. One national winner will be a club with fewer than 50 members. The other one with 50 or more members – based on each club's public relations efforts.

Requirements: A minimum of six of the 10 requirements must be met to earn this award.

1. Club has a public relations chair and a public relations committee of three or more persons.
2. Club has a public relations plan for current year or for two or more years. (Please submit copy of plan.)
3. Club has the *Public Relations Resource Guide* (a National publication).
4. Club has shown the Exchange identity video. Please submit a list of dates shown and the number in attendance, identify station and estimate audience, if applicable.
5. Club has used a Child Abuse Prevention print or video public service announcement one or more times. (Please submit dates of air or print tear sheet.)
6. Club uses an Exchange Club sign or banner at sponsored events. (Please submit list of events, dates and approximate number of people exposed to the banner.)
7. Club has a sign displayed at their meeting place that reads "The Exchange Club of _____ Meets Here."
8. Club uses the national recruiting video or brochure or a locally-produced recruiting brochure. (Please submit copy of brochure.)
9. Club produces a bulletin/newsletter of 12 or more issues per year. (Please submit sample and schedule.)
10. Club uses road signs in their community. (Please submit photo.)

Application: *The winning entrant will be ineligible to win for three years. On the fourth year, the winner will once again be eligible to win this award. The winner may, however, still enter to receive a banner patch during the three ineligible years. The Public Relations Award entry form on our Web site must be completed and returned to National Headquarters by May 15.*

Exchange Milestones

These Exchange Milestones are being provided for Exchange Clubs to use in publications, presentations, speeches, on Club Web sites or any other applications that Clubs find useful. This information can be a source of pride for Clubs and should be included in recruiting activities.

1911 The first Exchange Club is formed in Detroit, Mich., on March 27 by Charles A. Berkey.

1913 The second Exchange Club, the Exchange Club of Toledo, Ohio, is organized on Jan. 3.

1917 Representatives of the Exchange Clubs of Detroit, Toledo and Grand Rapids, Mich., meet in Detroit for the first time on July 16 to discuss the possibility of creating a national organization.

1917 In Toledo, Ohio, the National Exchange Club is organized, a constitution is adopted and officers are elected on August 6. In attendance are representatives of the above-mentioned clubs and the Exchange Club of Cleveland, Ohio. Charles A. Berkey is elected as the first national president and Herold M. Harter is named national secretary.

1917 The first National Convention of the National Exchange Club is held in Toledo, Ohio, on Sept. 18.

1919 The Book of Golden Deeds Award is sponsored for the first time by the Exchange Club of Huntington, Ind. (In 1923, it is adopted as a national program.)

1921 The first issue of Exchange's national magazine, The Exchangite, is published.

1923 The Exchange Club Covenant of Service is written by Meridian, Miss., Exchangite Thomas L. Bailey. The Covenant of Service was officially adopted in 1927 as the philosophy which characterizes the individual Exchangite.

1928 Aviation is adopted as a national project on July 26 at the 12th National Convention, Toledo, Ohio. Exchange begins promoting aviation and marking buildings to aid aviators.

1929 The National Women's Air Derby, the first transcontinental race ever held for women, is sponsored by The National Exchange Club on Aug. 18-26.

1929 The concept of Junior Exchange Clubs, as a means of teaching leadership and citizen responsibility to high school youths, is adopted at the National Convention in Jacksonville, Fla., on Oct. 9. In 1993, the name of the program is changed to EXCEL Clubs.

1930 Official Exchange emblem adopted; Lt. Walter Hinton begins national air tour to promote aviation.

1933 Exchange is called upon by President Franklin Roosevelt to help fight the Depression. Secretary Harter travels 40,650 miles on National Recovery Crusade.

1941 Exchange backs war effort and U.S. Savings Bond program.

1947 The observance of National Crime Prevention Week is adopted as a national program Sept. 28 at the 29th National Convention in Cincinnati, Ohio.

1948 The Boy of the Month/Year program is adopted Sept. 27 at the 30th National Convention, Wichita, Kan. (The program's name is changed to Youth of the Month/Year in 1971.)

1949 The Freedom Shrine project is adopted Sept. 17 at Exchange's 31st National Convention, Minneapolis, Minn.

1950 The first Freedom Shrine is dedicated on May 26 at Santa Monica High School in California. To date nearly 12,000 have been presented.

1952 The first Exchange Club is chartered in Puerto Rico.

1957 The National Exchange Club building, at 3050 Central Ave., Toledo, Ohio, is dedicated in special ceremonies on July 2. National President Millard M. Beckum, Augusta, Ga., presides.

1961 On Oct. 16, Dr. Porter L. Fortune Jr., Hattiesburg, Miss., is named national secretary to succeed the ailing Herold M. Harter, who had served in the position since 1917.

1964 The One Nation Under God project is adopted on July 30 at the 46th National Convention, Las Vegas, Nev.

1965 Three areas of service, American Citizenship, Community Service, and Service to Youth, replace the seven study panels of education, changing the structure of Exchange's Program of Service.

1966 Fire Prevention is given status as a nationally recommended project, adopted at the 48th National Convention in New Orleans, La.

1968 Lee Wells, longtime assistant to Herold M. Harter and Dr. Porter L. Fortune, Jr., takes over as national secretary when Dr. Fortune becomes chancellor of the University of Mississippi. Harter held the position for 51 years.

1971 The National Youth of the Year Award is adopted during the 53rd National Convention in Salt Lake City, Utah, on July 28.

1972 The Milestones of Freedom project is adopted on July 20 at the 54th National Convention in San Juan, Puerto Rico, as an adjunct of the Freedom Shrine project.

1973 The first National Youth of the Year Award is presented to Helen A. Meredith, Burlington, N.C., at the 55th Annual Convention in Houston, Texas.

1976 Proudly We Hail is adopted during the nation's Bicentennial Year at the Washington, D.C., National Convention to encourage proper display of the American flag and to recognize those who regularly fly it.

1979 Delegates to the 61st National Convention adopt Child Abuse Prevention as a national project at the suggestion of Dr. Edward R. North, national president, Jackson, Miss. Subsequently, The National Exchange Club Foundation for the Prevention of Child Abuse is established.

1981 On March 22, the first Exchange Club Center for the Prevention of Child Abuse opens in Fort Pierce, Fla.

1981 Project GIVEAKIDAFLAGTOWAVE is adopted at the 63rd National Convention in Las Vegas, Nev.

1981 In Sept., the Blue and Gold Wounded in Service Award is adopted as Exchange's highest tribute to law enforcement personnel who have been wounded or killed serving their community.

1983 The Young Citizenship Award is established at the 65th Annual Convention in Nashville, Tenn., to honor young men and women who strive to be good citizens at home, at school and in the community.

1985 Delegates at the 67th National Convention amend the national constitution to open membership to women.

1992 The Guinness Record for the most valuable line of coins is broken by Exchangites at the 74th annual convention in Atlanta, Ga., during the culmination of the first Quarters for Kids campaign to benefit America's youth.

1992 The A.C.E. Award (Accepting the Challenge of Excellence) is adopted as part of the Program of Service. The award recognizes high school students who have overcome great physical, emotional or social obstacles and gone on to achieve success.

1996 Get Out the Vote is adopted as a joint project with the U.S. Jaycees. The national effort encourages citizens to vote.

1996 National's Web site is first built and published on the World Wide Web by Past North Carolina District President Phil Faucette. In 1997 the administration of the site is moved to National Headquarters and the present domain name, nationalexchangeclub.com, is selected.

1997 The name of Exchange's national magazine is changed to Exchange Today and the publication is completely updated.

1997 On Sept. 12, the newly renovated Court of Honor is rededicated.

1999 The National Exchange Club cosponsors the 23rd Annual Air Race Classic in June. Many historical aviation-related items are donated by Exchange to the International Women's Air and Space Museum.

1999 The first annual National Day of Service is held on October 23.

2000 First National A.C.E. Award is presented to Magdelena Salcedo, of Salt Lake City, Utah, on July 13 at the 82nd National Convention in Phoenix, Ariz.

2000 Assisted by Exchange Clubs, the National Exchange Club Foundation reaches its goal of distributing 1 million Shaken Baby Syndrome brochures.

2001 First National Exchangite of the Year Award is presented to Bettye Galloway, Oxford, Mississippi, in July at the 83rd National Convention in Greensboro, N.C.

2003 First female national president, Pamela M. Sudlow, is installed at the 85th National Convention.

2011 Exchange reaches its 100th anniversary on March 27th. Celebrations occur across the country and the National Convention is held in Detroit, Mich, the city where Exchange was founded.

2011 First African American national president, Sid Mobley is installed at the 93rd National Convention.

2011 First female Executive Vice President Tracey Edwards is appointed to lead National Headquarters operations, the position originally held by Mr. Herold M. Harter.

Newsletter graphics tips and techniques

Typography and legibility

- ☑ Capital letters are less legible than lower case letters, primarily because there is less differentiation in heights and shapes of letters. Use sparingly.
- ☑ In general, serif type (categorized by small strokes at the ends of letters) is more legible than sans serif type. Sans serif type can be used as contrast for headlines and subheads; serif type for body copy.
- ☑ Type styles refer to the variation in weight and stroke. Common styles are **boldface**, *italics*, and ***bold italics***. They lend contrast to newsletter layouts. Too much boldface or italic type is hard to read. Use for emphasis in body copy or headlines.
- ☑ Reverse type (white on dark background) may be hard to read. **Use boldface type in a larger point size and use sparingly.**
- ☑ Shadow, outlined and underlined type are difficult to read. Use sparingly.
- ☑ Type that is aligned left and ragged right is the easiest to read.
- ☑ Justified type (even on the left and right) can be used but not in narrow columns, because of unusually large uneven spaces that may occur between words.

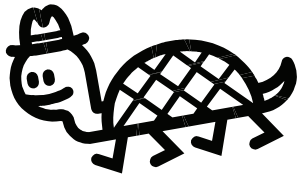
Example:

Odit, cori quo conessunt eos estrum et aboressimin nossiti ut odis am re dolupiciae verferf erempor enduci blaute sequisti quat quatiae omni debis et omnit arunt doloribus, quibus di consequis doluptaspe sequis exero id quat est, aspit, suntion excerum nectibeaque la solupti busapite conet

- ☑ Centered type should be used in moderation because the eye must return to a different spot to read each line. Use for subheads or headlines, pull quotes.
- ☑ Optimum line length for best readability is about 40 characters; a line more than 60 characters long is hard to follow; a line less than 25 characters is difficult to read because it forces the eye to bounce back and forth. The most attractive and easy-to-read newsletters use a two or three column format.
- ☑ Leading or the amount of space between lines of type is very important to the readability of type. The best way to determine the appropriate leading is to try out various settings.

Photos, artwork, and page design

- ☑ If group shots are greatly reduced, faces can't be seen well.
- ☑ Allow white space between pictures, especially if they are similar in tone or color. It is better to separate them.
- ☑ Line things up. Have a visual point of reference for every element you place on the page.
- ☑ Use bullets for listings and other small pieces of information. They're easier to read than when strung out in paragraph form.
- ☑ Too much clip art can cause visual confusion.



- ☑ A single large illustration is often more effective than several small ones randomly placed on a page.
- ☑ Use contrast to make elements stand out on a page.
- ☑ Avoid overusing screened or tinted backgrounds.
- ☑ White space on a page should be kept on the edges. On the inside, an abundance of white space calls attention to itself and is called trapped white space.
- ☑ Use small amounts of white space to separate items rather than lines.
- ☑ Use boxes and rules sparingly; overuse results in visual confusion.
- ☑ Unify your newsletter by repeating the same typeface and style in subheads throughout. This will also create consistency and its own "look."

A basic checklist for the club bulletin editor

Must haves for a great club or district bulletin:

- ☑ A strong section on the next program meeting with heavy "sell" about the upcoming speaker or program, highlighting specific benefits of attending that meeting.
- ☑ A short recap of the previous program, quoting some of the speaker's best points (to impress upon no-shows what they missed.)
- ☑ Information covering the club's latest activities and achievements; work being done on club projects, fund-raisers and community service activities, major committee actions.
- ☑ Mention of plans for upcoming special award or presentation programs, inter-club meetings, or divisional, district and national conferences or conventions.
- ☑ News on the accomplishments and successes of local Exchangites, whether related to the club, their careers, community or family life. People like to see their names in print and appreciate recognition for work well done.
- ☑ Include an Exchange activities calendar; dates for future meetings specifying major speakers, topics? Dates of other coming events such as National Crime Prevention Month, One Nation Under God Month, Child Abuse Prevention Month, etc.
- ☑ Include frequent items on Exchange, as quoted from national publications or NEC Web site, to educate members on the history, ideals, objectives, philosophy of Exchange.
- ☑ Strengthening your club image by emphasizing how your club is an important part of a larger district and national organization.
- ☑ Use a distinctive masthead design incorporating the club's full and correct name and address, date Exchange emblem, editor's name, meeting place and time.
- ☑ Display the national emblem of Exchange on your bulletin masthead. Feature "profile" paragraphs on various members, especially new ones.
- ☑ Carry a capsule report on major business resolved at board meetings to keep general membership interested and in the know.
- ☑ Consider running a member birthday column occasionally.
- ☑ Promote membership building and new club building. An eye-catching, well designed bulletin containing news of the club's members and its projects should be used by members as a basic membership solicitation tool.
- ☑ Include humor in your bulletin – in good taste.
- ☑ List your club officers and committees in every issue of the bulletin.
- ☑ If you mail your newsletter, occasionally change the color of the paper stock.
- ☑ Build your club's identity as a vital voice for and about Exchange in your area by producing a regular club bulletin sent to all members, prospective members, and future speakers and selected community leaders.
- ☑ Send your club bulletin sent to the district president, district secretary, district bulletin editor, district director, and national headquarters to keep them informed of your club's activities.
- ☑ Once your bulletin is just the way you want it, be sure to apply for a National Club Bulletin or EDIT District Bulletin Award. The deadline to submit is April 10.

Glossary

Angle — A different way of approaching an event, article or news release. Try to think of something unusual, humorous, or involving impressive statistics in order to increase both newsworthiness and the interest of community and club members.

Blog — An online personal diary, journal or newsletter that is updated on a regular basis and intended for general public consumption. A shortened version of "weblog."

Close — Last sentence in a news release.

Community Calendar — Listings of events in the community that may appear in the daily or weekly newspaper, on television or radio, or even on the internet.

Earned Media — Earned media refers specifically to publicity that is unpaid and gained through editorial influence.

Fact Sheet — A one-page list of an Exchange Club's highlights including important points and accomplishments about the club, as well as meeting times, location and a summary of the national organization.

Feature — Human interest story that focuses on a local angle and is not based on hard news.

Filler — Bits of information that can be submitted to fill small spaces in a newspaper or other print publication. Fillers should be brief announcements highlighting upcoming events.

"For Immediate Release" — Standard phrase typed on the left hand side above the headline of a news release when the information in the release is of an immediate nature (otherwise, type the date when the release is to be used).

Headline — The title of a news release. Should be a short, essential fact designed to catch the interest of readers.

Image — The way people perceive or think of an organization or person.

Lead — The first sentence of a news release. It should describe the who, what, when, where and why of an event.

Letter to the Editor — A letter written to the editor of a publication that expresses an opinion and appears in a special section. The letter should be brief and include the address and phone number of the writer.

Main Body — The main paragraphs of a news release that describe the "how" of the event, list the details, and include any interesting quotes. The main body should be written so that the most important information appears first, followed by supporting details.

"Media Alert" — Phrase that should be typed on the left hand side above the headline of a news release if the release is urgent in nature.

Media Kit — A package containing information about Exchange in general, a specific Exchange Club and a news release about an event. These kits should be available for media representatives at all club events where the media has been invited to attend.

Media List — A continually updated list of contact names, addresses, telephone and fax numbers of the media in your area (newspapers, radio and TV stations, magazines).

News Conference — A gathering of the media (radio, print, TV) in response to a request sent via news release. News conferences are effective in getting a message out to all the media at once, but should be reserved to major events and very special announcements.

News Release — A factual, objective article faxed or mailed to the media that is written in a specific manner and is meant to inform the public about a particular event or occurrence.

Newsworthy — Information that is worth being printed or publicized. To help determine if an event is newsworthy, ask the following questions:

- Is it new, unusual or odd?
- Is it visually interesting?
- Does it affect a lot of people?
- Is a prominent person involved?
- Is it humorous?

Podcast — A podcast is a method of publishing audio files to the Internet, allowing users to subscribe to a feed and receive new audio files automatically by subscription, usually at no cost.

Publicity — Publicity is an important element of public relations. The objective of publicity is to gain attention.

Public Relations — Fostering public understanding of an organization's purpose and developing goodwill within a community.

Public Relations Plan — A plan that describes the activities, goals, action steps, responsibilities and deadlines associated with promoting an event. It should be clear, concise, and measurable.

Public Service Announcements (PSAs) — Short commercials announcing area events or information beneficial to the public that are broadcast on radio, television, or print.

Does your club or district have a website?

Your club or district website can be linked on the national site, just let us know!

Visit the national website, click on Club Links or District Links at the bottom of the page, and choose Club or District. Check to see if your website is listed and that the address is correct. Contact info@nationalexchangeclub.org if the link needs to be updated or added to the list! Please include name of club or district, state, and complete URL.

Get a custom Exchange Club logo for your club or district

Interested in an Exchange Club logo specific to your club or district? We can help!

Examples





Visit the national website, and click on the Logos and Graphics link at the bottom of the page. Find the Request a Customized Logo in the left column near the top, and tell us what club/district the logo is for. We will email you the completed logo for you to use!

Print Ads

The print ads on the next page are examples of what clubs might utilize for ads in your local publications. You may wish to add local contact information or your club's name, or use them as is. Go to the NEC Web site and click on the PR Toolkit link in the Quick Links for directions on how to customize these ads.



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Camera-ready Ad Slicks & PSAs • 100 Line Screen Place these ads in your local publications. Insert local contact information where possible.



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Working to improve our community



- Community Service
- Youth Programming
- Americanism and
- Our National Project – The Prevention of Child Abuse

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These publications available free upon request from your National Headquarters or can be viewed and downloaded from the NEC Web site:

ABC's of Membership
Address Change Notification
Child Abuse Prevention Fact Sheets
Child Abuse Prevention Project Guide
Club Leader's Monthly Planner
Collegiate Exchange Club Recruitment Brochure
Community Service Project Guide
Crime and Fire Prevention Resource Guide
District Leader's Monthly Planner
Dropped Membership Certification (Pink Card)
EXCEL Club recruitment brochure
Exchange Membership Certification (Gold Card)
Exchange Today Guidelines for News
Exchange Today Advertising Rates
Fundraising Award Application
Gold Standards of Growth CD
Milestones of Freedom Brochure
New Club Building Commitment Form
New Club Building Handbook
Public Relations Resource Guide
Program & Activities Card
Share the Exchange Experience Recruitment Card
Youth Projects Guide

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THE NATIONAL EXCHANGE CLUB
America's Service Club



3050 Central Avenue
Toledo, Ohio 43606
(419) 535-3232
1-800-924-2643
Fax: (419) 535-1989
E-mail: info@nationalexchangeclub.org
Web site: www.nationalexchangeclub.org

Our Mission

Exchange, America's Premier Service Club, working to make our communities better places to live.

Our Motto

Unity for Service

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