

PUBLICITY CHAIR

Publicity Chair Job Description

**A GOOD PUBLICITY CHAIR KEEPS THE COMMUNITY INFORMED OF HI-Y ACTIVITIES.
THE PUBLICITY CHAIR . . .**

Cultivates a positive image for the HI-Y
Utilizes various forms of media
Gets all members involved in helping project a positive image for the HI-Y
Maintains high standards of ethical character

HERE ARE YOUR DUTIES:

- Attend meetings of the Executive Committee.
- Prepare articles and take pictures to be published in local newspapers.
- Plan appropriate bulletin boards monthly.
- Prepare radio announcements or television spots concerning HI-Y events.
- Publish HI-Y Newsletter for members and/or write HI-Y articles for the school newspaper.
- Serve as Chair of the Publicity Committee.

**HI-Y HAS A “STORY TO TELL.” THAT STORY
WILL NOT BE TOLD UNLESS
YOU SEE THAT IT IS TOLD.
HERE ARE SOME “TIPS” TO HELP YOU
BE A BETTER PUBLICITY CHAIR.**

- Get others involved in helping with HI-Y publicity. Choose the one responsibility you want to do (newspaper articles, bulletin boards, etc.) and then get others to help with the rest.
- Get to know the Editor of your newspaper and the Manager of your radio station, so they will know what HI-Y is trying to accomplish.
- Find the members in HI-Y who are talented (drawing, taking pictures, writing, etc.) in this area and get them involved.
- Publicize HI-Y service projects, other activities, and individual achievements of members.

PUBLIC RELATIONS . . .BUILDING SUPPORT FOR HI-Y
MANUAL

**HI-Y Leadership Center
Route 2, Box 138
St. George, WV 26287
(304) 478-2481**

Profile of the Public Relations Chair

The PR (Public Relations) Chair . . .

- Cultivates a positive image for your HI-Y
- Uses all the media available
- Gets all your HI-Y members involved in public relations
- Maintains high ethical character
- Attends meetings of the Executive Committee
- Serves as Chair of the Publicity Committee

The Chair's job is to gain public recognition and support for HI-Y. To be effective, plan in advance. Establish a positive relationship with your newspapers, radio, and television stations. Consider everything your HI-Y does as public relations. Be accurate and honest. The media will work with your HI-Y if you bring them quality work.

What Makes Something News?

News is something interesting to the public. You're telling a story that others want to know. Here are some guidelines . . .

1. Timeliness It must be current.
2. Account Tell the story.
3. Event Tell about an important event that occurred or will occur.
4. Idea You're explaining an idea, a program or situation, a theory, etc.
5. Sufficient Tell your story. There are enough readers, viewers, listeners. Tell them a newsworthy story.

Chapter 1 - The Publicity Core

Effective PR Ideas for your HI-Y

Announcements

Put HI-Y events on the daily PA announcements at your school. Try making creative commercials.

Awards

Give awards to your members during the year. Recognize school officials, teachers, community people who help your HI-Y, etc. Then be sure to publicize the winners with articles, pictures, bulletin boards, etc.

Banners

Hang banners in the front hallway, cafeteria, gym . . . anywhere there is a lot of traffic. Use banners to announce events, meetings, fund-raisers, and to build spirit for your HI-Y.

Brochures

Want something quick to explain HI-Y? Call the HI-Y Leadership Center for brochures (304) 478-2481, or make your own HI-Y brochure.

Bulletin Boards/Displays

Get a bulletin board in your school that can “belong” to your HI-Y. If that doesn’t work arrange to have it once a month. Display HI-Y photos, member of the Month, announcements, calendars, etc.

Business Cards

Make HI-Y business cards with your address/phone (school, advisor, officer, etc.), HI-Y logo, etc. Use them to recruit members, when you visit a business or organization to ask for help, in thank you notes, etc.

Buttons

Make or buy HI-Y buttons for your members. Great to let others know who your members are and to get people to notice your HI-Y.

Calendars

HI-Y Leadership Calendars with all conference dates are available from the HI-Y Leadership center. Create, publish, and display a copy of your own calendar showing due dates, meetings, state events, service projects, etc.

Christmas/Holiday Cards

Send “Seasons Greetings” to families of members, civic organizations you work with, teachers, advisor’s family, city and school officials, etc. Photo stores can make a photo card just for your HI-Y.

Classroom Visits

For a membership drive or to get people interested in HI-Y, see if teachers will allow you time in class to present your program. Government classes may want to participate in Youth in Government, World History classes in Model UN, etc.

Clothing

This means HI-Y T-shirts, sweatshirts, jackets, pins, patches, etc. They will be popular with your members and are a great way to be visible in school. Have a “shirt day” or “dress-up day” where you wear your HI-Y pins. Contact the HI-Y Leadership Center for shirts, patches, or pins.

Contests

Contests and giveaways are a great way to draw attention to HI-Y. Trivia contests, raffles, free-throw contests, guess-how-many-in-a-jar, etc., are a fun way to involve others in your HI-Y.

Decals/Stickers

Most printing companies can print nice decals or bumper stickers with your HI-Y name and logo. These are fun for members to use on books, cars, letters, etc.

Fact Sheet

These are sheets of information on HI-Y and HI-Y events for primarily media people when they cover an event. Include all the facts as well as names and phone numbers of people to contact for information.

Fliers

You can make your own using a photocopier. Use them as posters. Put in teacher mailboxes, hang in homerooms, make them into table-tents for the cafeteria.

Game-Day Pep Rallies

Have your HI-Y sponsor a Pep Rally on the day of a big sports game. Maybe choose a sport that is less supported . . . and go all out. Bonfires, cheering contests, food, music, giveaways, speeches are all great. Also, why not try an Academic Pep Rally for academic teams?

Half-time Contests/Announcements

Why not get your HI-Y name heard at well-attended events? Ask if you can raffle off a game ball to raise money for charity, or sponsor other drawings. Have HI-Y events advertised during half-time announcements. Try having everyone in HI-Y wear their HI-Y garb and sit together.

Information Booths

An information booth can be a couple tables with your HI-Y scrapbook, photo display board, HI-Y T-shirt, calendar, etc. Use the booth during membership drives or at an organizational fair.

Key Chains, Pencils, Trinkets

Have HI-Y items printed and give away. They'll help spread the word.

Leadership Workshops for the School

Plan a Leadership Training Workshop for officers of other school organizations. Contact the HI-Y Leadership Center for a quality program presented by our professional staff.

Mailing Lists

Have your members compile a list of local adults who could help your HI-Y. Add school administrators, teachers, HI-Y parents and alumni. Now, you have a good group of people that you can send your newsletter, invitation to events, or appeals for yearly support. Update the list each year.

Newsletters

Do your own newsletter to keep members, parents, teachers, and others up-to-date with your HI-Y. Many computer systems have a newsletter program with great graphics to add . . . but you can also type your own. Include stories about conferences, service projects & fund-raisers, new events, important dates, etc.

Other High School Organizations

Enter into cooperative service projects or charity fund-raisers with other organizations at school. Some you may make into an annual event.

Parades/Floats

Use homecoming, Christmas, and festivals to get your group involved.

Posters

Get a good design - something eye-catching. Put the HI-Y symbol on it! Maybe you can get some printed as well as using ones you make yourself.

Publicity Stunts

Be creative! Stage a skit, be a commercial in a school assembly. Be safe . . . get permission before you do it. If you make a mess, clean up. Keep it a surprise; if you do it right everyone will be talking about it. Use your imagination.

Reception for Youth in Government/Model United Nations

Have a formal reception for the community, school, parents, and members to explain the Youth in Government or United Nations programs. Do legislative or general assembly sessions. Involve your audience.

Service Club Speaking Engagements

Adult civic and service clubs (Lions, Rotary, Kiwanis, Women's Clubs) are always looking for new people to come to their meetings and be their program. Get on their agenda to tell the HI-Y story. These people can be of help to your HI-Y . . . some will support your HI-Y with money too.

Slide Shows

Use a slide show of your HI-Y to use for membership drives and anytime you have to tell others about your HI-Y.

Sports Team Support Signs

At athletic events, nothing perks things up like fun signs and banners. Have a sign-making party for your HI-Y to make spirit signs. Show your support and get your name out.

Stationery

Use your own HI-Y stationery for correspondence, press releases, PSA's, thank you notes, and invitations. Use your HI-Y logo and address.

Videos

Camcorders are a new way to make your own promotional video. Get your community involved. Tape all year and near the end of the school year edit it and narrate it.

Volunteer at Other Activities

Some organizations may be planning big service projects. Ask if they need help. Church youth groups and other community organizations may need your help too. The more you are involved the more chances you have to recruit new members and to have the community know about your HI-Y. Your HI-Y can also usher at concerts and plays, help clean up after community events, do readings in church, and help with civic events. Wear your HI-Y T-shirt or pin while doing these.

Word for the Day

Great for HI-Y Week or anytime. Have a different "positive attitude" word or phrase used every day or week on the school announcements.

Word of Mouth

This is the single most effective publicity device that your HI-Y can use. Nothing travels faster than word of mouth. So, don't just advertise your HI-Y or event with posters and announcements . . . talk it up. Invite people, ask them, tell them.

X Marks the Spot

Are you having a special event? Make maps to the event place (even if everyone knows) complete with dotted lines, and a **big red X** at the event site. Then mark those same dotted lines on the actual ground just like it is on the map. Have a big red X at the event. People will follow the trail out of curiosity. You

can use footprints, directional signs, or other devices for this great and fun attention getter. Once it's over, clean up your signs.

Yearbook Sections

Keep taking lots and lots of pictures at your events and get them into your yearbook. This is a great way for seniors to remember HI-Y and to get publicity.

HI-Y Leadership Staff Visits

Publicize the visit of HI-Y Leadership Center staff. Get it in the local paper, on the local radio. Arrange for the HI-Y staff to meet your principal.

Good Success in making your HI-Y known in your community and school. Remember, you and your members are your HI-Y's public relations . . . you make it happen.

If you need help, contact the HI-Y Leadership Center at 304-478-2481.

Chapter 2 – Newspapers, Advertising, News Articles, Press Releases

Newspapers

Always being professional and prepared is bound to get your HI-Y positive publicity in your local newspaper. Time must be spent on the press releases, news stories, etc. to make them a positive reflection of your HI-Y.

Advertising

Advertising in newspapers for your HI-Y is less expensive than advertising on cable. Newspaper ads are sold in column inches. Use your HI-Y logo in your ads.

News Articles

Invite the local paper to send a reporter to your events. Develop a positive relationship with your paper and they will help tell the community about your HI-Y.

Press Releases

Send a press release to the local paper for all your activities. Be consistent so they get to know you and then the paper will more likely print your stories.

Writing News Stories

1. Lead off with the most important one or two facts or a concise summary of the story. Catch the reader's attention with the first few words of the first sentence.

Use the lead to sketch the organization of the rest of the story. Consider the lead in a miniature or summary of the story.

Write short sentences (about 19 words average) and short paragraphs (about 50 words).

Alternate long and short paragraphs to avoid monotony.

Be brief. Eliminate unimportant, dull details. Never use two words where one will do, or a long word if a short one is more familiar to readers.

Use active voice verbs.

Be specific and thorough.

Write news stories in third person, not first or second.

Check all facts. Do not hesitate to go back to verify names, spelling, or information.

Do not editorialize (state opinion). Never say "He is well qualified for the position." Report his background to show the reader his qualifications. Do not write, "The play was enjoyable." Let the reader decide.

Avoid vague words and opinion words: many, numerous, various, very, nice, enjoyable, beautiful, interesting, diligent, strive.

Indicate authority for all important statements with proper attribution.

Identify each person, even if they are well known. Identification usually is done in appositives listing position or title, address, office, achievement, connection with past news, reputation or age (usually least important). Lewis N. McManus, President of the Board; Ryan Gutwald, the 1996 Youth Governor; Senator Sarah Minear, the author of the bill.

Use direct quotations only when they say something that is not common knowledge or trite. "Our fine young lads face the toughest schedule in the school's history this season," Coach Will Luz said," is too trite to be quotable.

Write new features with human interest angles. Use news feature treatment to report news that has lost its timeliness, playing up significance and interest.

Type or write all copy double-spaced.

Write or type "more" at the bottom of each page of a story that is continues.

Write or type "Add" and the page number at the top of each additional page.

At the end of the copy, write or type "# # #" or "-30-".

REWRITE YOUR STORY.

Cut out all padding – unnecessary words.

Now cut out every extra article "a", "an", or "the".

Are the facts arranged in order of importance?

Can the story survive the cut-off test?

Is the story ACCURATE, CONCISE, and CLEAR?

Typing a Press Release

- Use standard plain white 8 1/2 x 11" paper.
- Set a 1 1/2" margin on each side of the paper.
- Type "FOR IMMEDIATE RELEASE" if at all possible. If not, type "RELEASE AFTER time, day of week, month, day, year."
- In the upper right hand corner of the first page put the name, address, phone of the contact the paper can use if they have questions.
- Start your typing one-third of the way down the first page.
- Indent each paragraph at least five typewriter spaces.
- Type only on one side of the page, double-spaced.
- If your release must run more than one page, type "More" at the bottom each page except the last. Also, type contact name on the top of each succeeding page.
- Type 30 in the center of the last page of your release.
- Never staple a news release, the pages must be separated in the newsroom.

Include in the Body of Your Release

- The complete name of your HI-Y and school (if you are a school HI-Y).
- The fact that your HI-Y is affiliated with the HI-Y Leadership Center.
- The date and time of the meeting or special event.
- A photograph when appropriate.

Announcements

Newspapers usually have a section that announces upcoming events. Get your events and meetings listed.

Example of a News Release

FOR IMMEDIATE RELEASE

CONTACT _____
ADDRESS _____

PHONE _____

Hometown HI-Y Elects Officers

HOMETOWN, WEST VIRGINIA, _____ . . . TODAY THE HOMETOWN HI-Y ELECTED THEIR NEW OFFICERS FOR THE _____ SCHOOL YEAR. Among the newly elected officials is John Smith who will serve as President and Chair of the Executive Committee. He will be inducted into his new office next Wednesday night at this year’s banquet.

The other officers are Sara Thompson, Vice President; Jimmy Harris, Secretary; Larry Butter, Treasurer; Joe Jones, Chaplain. All these officers make up the Executive Committee.

HI-Y is a program of the HI-Y Leadership Center (Ohio-West Virginia YMCA). HI-Y engages teens in a process of leadership development through civic responsibility.

The new officers will join other newly elected officers and members from several states at the National HI-Y Leadership Camp this summer at YMCA Camp Horseshoe.

For more information on the Hometown HI-Y, call John at 555-5555. Hometown HI-Y currently has 45 members.

Chapter 3 – Radio, Commercials, News Stories, Public Service Announcements

Commercials

Once again, it is a good idea to have a script, an idea sketched out before approaching a station for a commercial.

The station can tell you the cost for your commercial.

News Stories

Just as it is a good idea to invite TV and the newspapers to an event, do the same for radio.

Submit news releases to the radio's News Director.

Public Service Announcements

Your HI-Y is eligible to do Public Service Announcements (PSA) on the radio because it is a not-for-profit organization. The purpose of a PSA is to educate the community. Here's how to write a PSA.

- Get the program copy to the program director in advance!
- Type copy triple space on 8 1/2" white paper, one side only.
- Start 1/3 of the way down on the first page.
- Use 1 1/2" margins on the left and right.
- Submit several copies of all material.
- Give specific starting and ending dates.
- Write the copy for radio slightly more informal than for the newspaper. Write as you speak (but use correct grammar).
- Plan time spot announcements for 10 seconds (25 words), 20 seconds (50 words), or 60 seconds (150 words). A sample PSA follows.

Example of a Public Service Announcement

FOR IMMEDIATE RELEASE

CONTACT _____
ADDRESS _____

PHONE _____

HOMETOWN HI-Y CANNED FOOD DRIVE

TIME: 60 Seconds

WORDS: 135

BEGINNING THIS THURSDAY, DECEMBER 6, THE HOMETOWN HI-Y WILL COLLECT ALL TYPES OF CANNED FOODS. HI-Y is collecting food for area needy families.

This project involves more than 50,000 hours and approximately \$10,000 worth of food. Last year the local HI-Y gathered a total of \$5,000 worth of food, and plans to collect twice that much this year.

This community wide project continues for two weeks. Your cans can be delivered to the shopping center in Hometown, or picked up at your home by a HI-Y member. Call 555-FOOD for food pickup.

The local HI-Y was established in 1935. This year's president is John Smith. HI-Y is a program of the Ohio-West Virginia YMCA's HI-Y Leadership Center.

For more information, call 555-FOOD. HI-Y and the community thank you for your help.

Chapter 4 – Television, Cable Commercials, News Stories, Local Talk Shows

Television

This might work for your HI-Y. Special programs may be unique that a TV will cover your event. There are other ways too.

Cable Commercials

Your cable company may offer PSAs or do special programming and cover your event. You can also pay for coverage. To determine if this is cost effective, consider:

- How many people subscribe to your local cable company?
- How many watch when you want to advertise?
- What is the price for different times of the day?

So, what can you afford and is it worth it?

Also, since HI-Y is a not-for-profit, the cable's Public Relation's Department might be better to approach. Perhaps they can get you a discount or even a free PSA.

When you approach the cable company, be sure your message is clear. A well-done sample commercial with a clear theme will work more in your favor.

You can make your commercial with a video camera. Be creative and work to make it look professional. Work for quality. It pays off.

News Stories

Whenever your HI-Y is doing something news worthy, call your station's news department and let them know. Keep calling. They may not come the first time or even the tenth. But as they get to know you and your work they will begin to cover your activities.

Remember, call in advance! Be ready to answer: Who? What? When? Where? Why?

Local Talk Shows

Many communities have local talk shows. Work with the show to get your HI-Y represented. Know your purpose and be prepared to explain it.

Be professional. Go into the station prepared. Be open for advice. Tell your story.