

Polish Legion of American Veterans, U.S.A.



Internal Operations

Section 6

Publicity Guide – Press Release

OBJECTIVES

It is the Objective of the Polish Legion of American Veterans, U.S.A. National Department

- To present our organization and its veterans to the general public in a positive and informative structure, making the public aware of our community involvement and the resources we provide for our Veteran.

Publicity Guide

| | |
|--|------|
| Forward to publicity guide | S6-2 |
| • Know and analyze the papers | S6-2 |
| • Approach | S6-2 |
| Example of a release | S6-3 |
| Other guide lines | S6-3 |
| Publicity Guide addendum | S6-4 |
| Television Coverage | S6-4 |
| TV News department organization | S6-4 |

FORWARD TO PUBLICITY GUIDE

The Publicity Guide will attempt to guide how to approach or access Newspaper, Radio and Television stations.

The approach, to contact news media in your community, means that the Post or Auxiliary can more efficiently stimulate public participation in sponsored specific activities and events, more effectively inform your members, friends and neighbors about the existing services your Post or Auxiliary offer.

KNOW AND ANALYZE THE PAPERS

Study the Newspapers to know what types of stories the Editor used. Editors publish what their readers want or are interested in local people or events.

APPROACH

News release should include topics reflecting your organization by being of broad interest and timely. Current activities (not old, stale news) of your service, activities or announcement, statements by Commander or any other Officers on current topics.

Feature story, of human interest, should focus a specific service, project, or on individual including photographs.

Forceful way of getting across a view or point is by sending a letter to the editor, Letters to the editor should be short and to the point.

When writing a news release make the release structured that most important or climax is first, as the reader would know the purpose of the story.

Identify the organization - Polish Legion of American Veterans, USA fully and not by initials.

Spell the member's name correctly use the middle initial. Our ladies like to be identified as Mrs., Miss or Ms.

EXAMPLE OF A RELEASE

NEWS RELEASE **FOR** **IMMEDIATE RELEASE DATE**

TO: JAN P. KRAWIEC, EDITOR, MICHIGAN ZGODA
FROM: ADAM J. SZYMANSKI
DEPT. OF MICHIGAN, PUBLIC RELATIONS OFFICER
POLISH LEGION OF AMERICAN VETERANS, USA
395 EAST GOLDEN LANE
FLUSHING, MICHIGAN 48433
TELEPHONE (315) 475-2985

High School student volunteers are needed this summer at the Veterans Administration Medical Centers.

Assignments will vary like writing letters for the disabled veterans, clerical, nurses aide, recreation or library aide.

"Volunteering is a good opportunity to learn more about future career choices and a pleasant way of spending the summer vacation",

Said Walter J. Bolewski, Deputy Representative, Polish Legion of American Veterans, USA, Veterans, Administration Voluntary Service Advisory Committee.

For additional information, call Mrs. Sylvia B. Obremski, at 768-9716.

Keep the release short - one side of the paper double-spaced – if release needs another page, write more at the end of Page 1 – on the top of next page, write Page 2.

OTHER GUIDELINES:

Make a personal appointment then visit and establish a good relationship with the editor or reporter. Some papers will have a reporter assigned to an organizational beat. Meet the reporter and discuss a possible exclusive or earth-shocking story. Invite him to be at the activity and request a staff photographer to cover the special event. Vital is a well-established media contact and knowing a newspaper's deadline.

Weeklies may rate some space of community wide interest. Suburban or neighborhood newspapers are more eager for news about organizations located within their own circulation area. Oh yes, a Good Public Relation Officer has a calling card handy.

CC' Public Relations and Internal Operations Committee.

PUBLICITY GUIDE ADDENDUM

The National Department is very interested in having all our units promote and publicize the Polish Legion of American Veterans by using the News Media for every available opportunity.

Publicity has three major outlets Radio, Newspaper, and Television. The guidelines and sample presented just prior to this addendum apply basically to Radio and Newspaper releases. To gain access to television coverage there is a different format.

TELEVISION COVERAGE

- 1) A cover sheet is initiated and mailed to all major TV Stations and newspapers in your area. This cover sheet must be purposely constructed to give as little information as possible, The rules for the cover sheet are:
- 2) Where, Who, Why, What other news media have contacted and Who are the responsible individuals.
- 3) A Copy or the cover sheet is mailed to each TV Station and newspaper and must be addressed with "Attention - Assignment Desk" on the envelope. Timing is an important factor. Mail the cover sheet so that it reaches its destination two days before the news release is to take place.
- 4) If you're contacted by the TV Station prior to your news release, be as brief as possible. The TV News people have a habit of trying to extract information and if they are supplied with all the information they may choose not to appear.
- 5) Have enough copies of the news release available at the time of your presentation and issue a copy to every news station present just prior to start of your presentation.
- 6) Be prepared for a live interview immediately after your news release. TV Stations always edit the film and in many cases the part they choose to show the public are the personal interviews taken after your news release.
- 7) Appearances are a major factor and the wearing of the organizational hat should be foremost in our minds. The excitement of the press release is always a haunting undertone but try your level best to remain calm and pleasant.

TV NEWS DEPARTMENT ORGANIZATION

- **NEWS DIRECTOR**
Department head, manages overall news operation
- **ASSIGNMENT EDITOR**
Evaluates possible stories, assigns reporters and camera crews for coverage
- **FUTURES/PLANNING EDITOR**
Develops future coverage plans
- **SHOW PRODUCER**
Allocates time to stories in newscast, arranges stories in broadcast
- **EXECUTIVE PRODUCER**
Oversees and coordinates news broadcast production
- **SEGMENT PRODUCER**
Develops and assigns specialty segments for newscast
- **BOOKER**
Locates and schedules guests for interview segments