

c f e a
college fraternity editors association

T H E R E

ARE NO

L I M I T S

PUBLIC RELATIONS MANUAL

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INTRODUCTION

By
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The movie *Animal House* hit the “big screen” in the ’70s. Decades later, many people who directly affect your chapter still believe the stereotypes of all-night parties, vandalism and total disregard for scholarship and service depicted in that pulp-age cultural classic.

Despite the fact that throughout North America and probably in your community Greeks are numbered among society’s leadership — Greek organizations are still associated by many with alcohol abuse, sexual assault, racism, sexism and anti-intellectualism. How is this possible, when much of your Greek organization’s beliefs revolve around service, scholarship and leadership?

Too often the negative behavior of individuals overshadows the positive aspects of the organization. Headlines cite incidents of hazing, rape, discrimination and drug abuse rather than philanthropic events, academic achievements and service to the community. Individuals themselves often fail to recognize that their behavior is representing the organization as a whole, and what starts as an innocent prank becomes a public relations nightmare.

This *Guide* addresses this issue by adopting a 90/10 view of public relations. Because most “relations” with publics are based on the behavior of individual members and chapters, these activities comprise 90 percent of public relations. Traditional public relations activities, which “talk” about behavior (news releases, public service announcements, speeches, banners) constitute only 10 percent of the entire realm of PR. As you may have heard, “actions speak louder than words.” In your chapter’s public relations, *your actions equal your publics’ attitudes.*

The key to maintaining positive public relations is to control your PR before it controls you. A proactive public relations program designed specifically for your chapter can help

demonstrate the positive and constructive aspects of your group. Building better relationships with the campus and community alleviates the negative impact that individual behavior may have. This *Guide* provides the knowledge and direction your chapter needs to improve communication and to start building those positive relationships.

What is Public Relations?

In its simplest terms, public relations is everything that affects public opinion, from how a letter is written to how a guest is greeted by a chapter member. While public relations is often equated with news releases and television interviews, it is also true that most of your chapter’s “public relations” depends on individual behavior — anything that anyone sees you do or hears you say.

“Word of mouth” is one of the most powerful forms of public relations available to your chapter. It has the potential for both positive and negative effects, depending on what is described later as your chapter’s endeavors, individual member’s accomplishments, chapter programs and chapter accomplishments.

The goal of public relations is to *present your organization’s image in the best possible light.* Each public sees your organization from a different viewpoint based on prior experiences, making it sometimes difficult to gauge in what “light” they are currently seeing. To some, *Greek* may refer to groups on campus, e.g., alumni(ae) active in the community or one person wearing a letter shirt.

Developing and maintaining good public relations for a chapter is much like developing a personal reputation. It is developing a reputation for your chapter based on its mission, goals and objectives.

Public Relations vs. Publicity

Your chapter may feel as if public relations has already been addressed: flyers are hung prior to an event, invitations are sent, your philanthropy

TIP

FIRST DECIDE
WHAT YOUR
CHAPTER
WANTS TO
ACCOMPLISH

WHERE TO START

is held in the middle of campus. These activities are what professionals consider publicity.

Public relations is a way of life, demonstrating through behaviors that for which your chapter stands. *Publicity*, on the other hand, is a functional part of public relations, a tool through which the public is informed about who you *are* and what you *do*. The difference is slight but significant. Positive publicity will not make a good chapter out of a bad one. A good chapter must exercise behavior that promotes good public relations every day, not just at a particular event.

Defining your Publics

Contrary to popular usage, the “public” is not a singular element in society. Rather, a multitude of specialized publics exist.

Simply defined, your chapter’s “publics” are any person or group with whom you come in contact. A first step in developing a public relations program for your chapter is to identify your publics — the people who have the greatest impact on the success of your chapter. That list would logically include:

- Campus administrators/faculty
- Alumni(ae)
- Other Greeks
- Non-Greek students
- Potential Greeks
- Other student organizations
- Community leaders
- Townspeople
- Parents
- Greek advisors
- The media
- Local businesses
- Philanthropic contacts

The publics affecting your chapter fall into two categories: internal and external. Groups outside the Greek community are “external.” Groups within the Greek community, including your chapter members and other members of your fraternity or sorority, are “internal” publics.

Positive public relations requires

a building block process. It starts with good personal reputations and continues with strong internal public relations. Internal public relations includes many aspects of chapter life — new member recruitment, positive relations with new members, other Greeks, chapter alumni(ae) and your national/international organization, and effective programming for all members and Greeks. Once your internal public relations is working, you can place more emphasis on working with the external publics.

External publics can be easily identified as the “non-Greek” people and groups with whom your chapter interacts the most. Some of your external publics never interact with the Greek system, only with Greek individuals. To these publics, the Greek people they happen to know constitute the Greek world.

With this in mind, compile a list of publics, evaluating the quality of the relationship your chapter currently has with each public:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

From this list, set obtainable goals involving specific public relations tactics by which to positively affect each of your publics. Plan to achieve your goals within a defined time period (quarter, semester, year) and prepare to evaluate the success of your program at the end of that time.

Keep in mind that a vast number of potential publics exists. With each event held, article in the newspaper and behavior displayed, the number of people affected by your chapter grows. This is why it is essential for you to control public relations, rather than letting it control you.

T I P

IS THERE ANYONE WHO IS *NOT* ONE OF YOUR PUBLICS?

THE P. R. AUDIT

By
Jeff Crook
Richard Harrison
Bailey/The Agency

To determine where *to go* with your public relations program, it is first necessary to find out *where you are*. Whether your chapter knows it or not, the chapter has a public image based on:

- Who you are?
- What you do?
- How you act?

Once you know your *strengths and weaknesses*, then you can build a public relations plan to maintain your strengths and focus on your challenges. This process begins by surveying your member options.

Step 1: Member Survey

Members are one important source of information when evaluating current public relations efforts. The member survey should be administered in a controlled setting such as at the end of a chapter or committee meeting. Collect questionnaires before leaving the meeting. All members should complete the questionnaire, including the chapter executive council.

The results will provide opinions about publics with whom the chapter relates well and other publics with whom the chapter relates poorly. In the areas with high ratings, keep up the good work! The areas with low ratings are those from which public relations goals should be developed.

Public Relations Survey for Chapter Members

Following is a list of publics — i.e., people, groups and organizations who are important to your chapter. Use the scales below (assigning a value to each based upon the number at the right of the response) to select that which best describes how you believe your chapter generally relates and interacts to each public:

- Poor (1)
Average (2)
Excellent (3)

Scoring each of the items 1, 2 or 3,

a score of 85-102 = exceptional, 68-84 = above average, 51-67 = average, 34-50 = below average, below 34 = poor.

FAMILIES

- Parents
- Siblings
- Hometown friends

INTERFRATERNITY

- Sororities on campus
- Fraternities on campus
- Panhellenic
- Inter-Fraternity Council
- Greek advisor
- Non-Greek men and women
- Transfer students
- Potential members
- Student government assn.
- Residence hall association
- Non-Greek student leaders
- Ethnic leaders

EDUCATORS

- Faculty
- Administration
- Trustees
- High school teachers

COMMUNITY

- Local businesses
- Civic organizations
- Public officials
- Philanthropic contacts
- Churches
- Neighbors

ALUMNI/AE

- Chapter
- House corp. board members
- Inter/national fraternity/sorority headquarters
- Regional/province officers

NEWS MEDIA

- Television
- Radio
- Community newspaper
- Campus newspaper
- Campus radio/TV

Step 2: Public Survey

The second step in the public relations program is to evaluate your chapter's public image.

The public survey determines what

T I P
CAN YOU
IDENTIFY ALL
OF YOUR
CHAPTER'S
STRENGTHS?
WEAKNESSES?

A SAMPLE AUDIT

Public Survey for

_____ Fraternity/Sorority at
_____ College/University

We thank you in advance for taking time to complete this questionnaire. The purpose of the survey is to provide our chapter's public relations committee with a candid assessment of our current public image on campus and in the community. Information from this survey will allow us to make necessary improvements in our chapter. Please be honest and open in your answers. Your confidentiality will be respected. Please circle the appropriate letter for your answer(s).

1. I am a(n):
 - a. Undergraduate fraternity/sorority member
 - b. Independent student
 - c. High school teacher
 - d. College administrator
 - e. College faculty member
 - f. Fraternity/sorority advisor
 - g. Fraternity/sorority alumnus/a
 - h. Family member
 - i. Local business owner
 - j. Employee of radio/TV/newspaper
 - k. Employee of campus radio/TV/newspaper
 - l. Local church/charity/community service representative
 - m. Other _____
2. I know a member or members of the _____ fraternity/sorority chapter.
 - a. Very well
 - b. Somewhat
 - c. Have heard of them
 - d. Not at all
3. My overall impression of the _____ fraternity/sorority is:
 - a. Very good
 - b. Good
 - c. Okay
 - d. Poor
 - e. No opinion
4. _____ fraternity/sorority is known on campus for (circle all that apply.):
 - a. Friendliness
 - b. Student leadership
 - c. Intramurals
 - d. Volunteer work
 - e. Rush
 - f. Academic excellence
 - g. Greek leadership
 - h. Participation in Greek events
 - i. Athletics
 - j. Parties
 - k. Snobbishness
 - l. Attractive members
 - m. Diversity
 - n. Raising money, philanthropies
 - o. Average to below-average students academically
 - p. Participation in campus activities
 - q. Other _____

5. _____ fraternity/sorority's national philanthropic project is

.....
various publics think of your chapter. To achieve a realistic evaluation, you need to research the opinions of your publics. chapter's image for the publics identified in the first question. A sample public survey begins above.

Use the following survey of the

Continued on page 9

T I P
FIRST, SURVEY
YOUR
PUBLICS.
THEN FACE
FACTS AND
FORGE AHEAD.

A SAMPLE AUDIT

6. What one sentence description would you give if asked to describe the _____ fraternity/sorority on your campus? _____

_____ Sorry, I can't complete this because I know nothing about _____ fraternity/sorority chapter.

7. Name one campus activity, event or organization that _____ fraternity/sorority members are associated with and/or excel in.

- a. Rush
- b. Homecoming
- c. Greek Week
- d. Panhellenic/IFC
- e. Student govt.
- f. Campus ambassadors
- g. Parties
- h. Athletics
- i. Residence hall assoc.
- j. Student internships/study abroad
- k. Intramurals
- l. Other _____

8. The Greek organizations on our campus benefit their members by providing: (Please rank in the order of importance, in your opinion. Ranking N° 1 = "most important", etc.)

- a. Friendships _____
- b. Academic support _____
- c. Leadership development _____
- d. Networking _____
- e. Social events _____
- f. Alumni/ae support _____
- g. High moral standards _____
- h. Worthwhile programs _____
- i. Scholarships _____
- j. Experience in community involvement _____
- k. Greek organizations have little or no value. _____

9. The _____ fraternity/sorority chapter could make a better contribution to the campus and be a more valuable organization if it would:

10. Greek organizations in general need to improve their image and the role they play on our campus in our community by: _____

Other comments: _____

T I P
NEXT STEP:
MAKE THE
SURVEY
RESULTS GO
TO WORK FOR
YOU.

Thank you for your help and participation.

SELF-ANALYSIS

Chapter Self-analysis for Public Relations

1. Do *all* members practice good public relations within the chapter?

- a. How do they answer phones?
- b. Are they good neighbors?
- c. Are they courteous to visitors?

2. Is the chapter well-respected on campus and in the community?

- a. Does the chapter rank *above* the all-men's or all-women's GPA?
- b. Does the chapter participate in *all* major Panhellenic/IFC activities?
- c. Is the chapter a leader in Panhellenic/IFC affairs, including holding individual offices?
- d. Do members hold offices in other campus organizations?
- e. Does the chapter promote a spirit of Greek unity on campus?
- f. Does the chapter keep its property free of litter and clutter?
- g. Are neighbors provided chapter officers' names and numbers?

3. Is there a planned program to see that deserving members receive recognition in the campus paper, hometown papers and the chapter newsletter for superior performance in academic/extra-curricular pursuits?

- a. Does the chapter cooperate with the local media and campus public relations office for coverage of chapter achievements?
- b. Does the college/university alumni/ae publication feature news of chapter and individual member activities?

4. Does your chapter make it a regular practice to invite faculty members to dinner, a program or a Greek event?

- a. Do you invite them and their families when appropriate?
- b. Do individual members have a positive rapport with administrators?

5. Does your chapter help with campus and community public service projects?

- a. Does your chapter initiate newsworthy events such as speakers, service projects or civic programs?
- b. Does your chapter offer to lend assistance to civic groups?
- c. Has the chapter adopted a formal resolution about a campus, lo-

cal or national project/philanthropy?

d. Is your chapter regarded favorably by the media?

6. Does the chapter write letters or notes of congratulations?

a. Are members of the faculty and administration, student leaders and alumni/ae recognized for their achievements and service?

b. Does the chapter write to express its appreciation to the alumni/ae association, house corporation, chapter advisors, campus Greek advisors, guests and others?

c. Does the chapter ever send congratulations to a competitor to whom they have lost to in an intramural championship or other activity?

7. Are letters from chapter audiences answered promptly and satisfactorily?

- a. Are copies of letters filed for reference?
- b. Are rush referrals acknowledged and handled properly?

c. Is your correspondence with alumni/ae, college/university administrators and your inter/national headquarters on a professional basis (no spelling, grammatical or typographical errors)?

8. Are your chapter's alumni/ae events carefully planned?

- a. Do you actively work to keep your alumni/ae address list accurate (at least 90 percent mailable)?
- b. Do you inform chapter alumni/ae of chapter news, happenings and events on a regular basis?

c. Do you start planning and publicizing an alumni/ae event at least 10 weeks in advance? Are alumni/ae invited to the planning?

d. Are alumni/ae invited to attend chapter meetings and initiation? Are they asked to serve as guest speakers on various subjects to chapter membership?

e. Do chapter officers attend alumni/ae meetings?

9. Are copies of the alumni/ae newsletter sent to the parents, neighbors, the inter/national headquarters and other friends of the chapter?

- a. Do you also send it to new

TIP

REALITY CHECK: DO OTHER GREEKS THINK YOU'RE AS GOOD AS YOU DO?

THE P. R. AUDIT

members' parents, faculty and others with whom you have contact?

b. Do the newsletters promote alumni/ae interest in the chapter?

c. Is the alumni/ae newsletter written *for* alumni/ae including alumni/ae articles and photos?

d. Are reports on chapter activities and achievements regularly forwarded to the organization's international magazine?

10. Does your chapter have an effective public relations chair?

a. Does he/she have a committee?

b. Has the committee established goals to improve the chapter's image and public relations?

Public Relations Issues

There may be some public relations areas or issues — those interactions with people, groups or organizations within or outside the chapter — that you believe need improvement. List the five areas or issues of greatest concern to you and which need the *most* improvement.

- _____
- _____
- _____
- _____
- _____

List five areas/issues you see as your chapter's PR *strengths*.

- _____
- _____
- _____
- _____
- _____

ORGANIZING FOR P.R.

Step 3: Public Relations Chair and Committee

A chapter's P.R. chair has a major role in the direction and success of chapter operations and his/her responsibilities should consist of (but not be limited to) the following:

A. Public Relations chairperson

1. Chairs public relations committee and directs a public relations program to assist the chapter in achieving a favorable reputation in all phases of operation and activity.

2. Takes the lead in establishing and promoting chapter standards.

3. Makes members aware that individual and collective actions contribute to the chapter's reputation.

4. Seeks ways to improve and maintain good relations and communication within the chapter, on the campus, in the community and on national or global levels.

B. Public Relations Committee

Members should be selected carefully. They should have qualities of enthusiasm, creativity, responsibility, ambition, efficiency, commitment and good communication skills.

Step 4: Goal Setting

As public relations involves every aspect of chapter life, the public relations program requires input and participation from the entire chapter. The goals for the public relations program should be formulated by the entire P.R. committee using research obtained in the chapter and public surveys. Use the following information to educate the committee on how to write public relations goals.

Each member of the P.R. committee will be responsible for suggesting one P.R. goal he/she feels is important based on the survey results. Once each member has provided a goal, the entire committee will determine the public relations program goals for the year.

What are the characteristics of effective goals?

Goals are the objectives of the public relations program stated in measurable terms to ensure that each objective is achievable.

Well-written goals are **SMART!**

Specific
Measurable
Attainable
Relevant
Trackable.

Example: *To improve our relationships with other Greeks by planning and promoting at least two events this semester which will improve other fraternities and sororities.*

The goal is **SMART** because it meets these five characteristics:

Specific because it improves rela-

TIP

REMEMBER:
YOUR
CHAPTER'S
WELL-WRITTEN
GOALS
ARE S.M.A.R.T.

SELF-ANALYSIS

tionships with other Greeks

Measurable because it states the number of events

Attainable because these events are accomplished in a semester/year

Relevant because it increases positive public relations among Greeks

Trackable because the events can be evaluated during the semester/year in which they are implemented

The **target public** for this goal is interfraternity.

Secondary publics include news media, alumni/ae and educators.

Step 5: Chapter Brainstorming

It is imperative that all chapter members understand that *they are the public relations program — who they are, what they do, how they act!* That is why the entire chapter must be involved and feel a sense of “ownership” in the public relations program. The goals of the public relations program cannot be determined without input from the chapter.

A common mistake made by many groups is trying to carry out an activity that grew out of an idea planned by a small nucleus of the chapter. The outcome is predictable — enthusiasm and support of the activity followed by minimal participation by group members.

Brainstorming is an effective technique that can foster positive internal public relations. A brainstorming session among chapter members offers everyone equal opportunity to suggest ideas no matter how bizarre. Every suggestion is written on a list. No ideas are criticized when suggested. All ideas are reviewed by the group and narrowed down to ideas that can be reasonably accomplished.

PLANNING FOR P.R.

Step 6: Action Plan

Once the chapter has an approved set of public relations goals, the next stage is to “operationalize” these goals into an action plan.

The committee members will be responsible for working with the public relations chair to implement the public relations program. Some

of the objectives they will be working on include:

a. Develop an action plan for each public relations goal

b. Assign one member with responsibility for implementation.

c. Establish a completion date for each activity.

d. List the *publics* who will be affected by the activity.

e. Discuss and determine why the “publics” would be interested in this activity conducted by our organization and why the chapter has focused on affecting these publics.

See forms in Appendix A.

Remember: the public relations program is a chapter project and the more members who are involved, the better the results will be!

Step 7: Evaluation

Because the public relations program is a building block process which continues from year to year, it is important to assess the accomplishments of the program to determine if the public relations goals were achieved before moving forward and setting new goals.

For example, the public relations program may not be able to change a negative faculty opinion in one year, but the opinion can be reshaped if the chapter works on it in a consistent manner.

Some goals may need to be re-adapted each year until a particular goal or behavior is achieved. Successful activities that accomplished a specific goal may become regular programs of the chapter.

At the end of the term, the public relations committee should complete a P.R. evaluation for each goal and retain these forms in a notebook.

P.R. EVALUATION

1. Describe the activity.
2. What behavior created the desire for his activity?
3. What was the result?
4. What publics were involved?
5. How were opinions of the public(s) influenced by the activity?
6. Recommendations for next year.

T I P
HOW ARE THE
OPINIONS OF
YOUR PUBLICS
INFLUENCING
YOUR FUTURE
ACTIONS?

PUBLICITY

By
Shelley Benson
Editor
*The Magazine of
Sigma Chi*

One facet of public relations is publicity — or information about an event, individual or group that is disseminated through the news media and other channels to attract favorable public notice. Many Greek activities and events can be a source of good publicity, including:

- Chapter awards from the university or international/national fraternity/sorority
- Chapter anniversaries
- Chapter-sponsored philanthropic events
- Chapter-sponsored conferences or campus events
- Individual attendance at annual/biennial conventions
- An individual scholarship or grant winner from Foundation or alumni corporation
- Anyone elected to chapter office
- Awards or fraternity/sorority honors to an alumnus
- Visits of notables (international VIPs, university officials, prominent alumni/ae) for chapter functions

It is important to remember that your definition of a newsworthy event may be entirely different than that of a local editor or news director. A story about a member being elected president of the chapter, while certainly important to the individual elected, might not be something a newspaper is eager to print. The member's hometown newspaper will more likely be interested in his or her being elected than the metro newspaper. The campus newspaper and campus Greek publications are also good media to contact.

As many organizations have experienced, good timing is *everything* in getting media coverage. Plan ahead and be persistent. The goal is more publicity for the chapter and organization.

Publicity in the print media

News releases

A news release is defined as infor-

mation that you want released to the media, usually the print media. It is written in a journalistic style that begins with a lead, expands on the lead and proceeds in decreasing order of importance. This inverted pyramid style allows an editor to edit or remove information from the bottom of the release up.

The lead, or first sentence or two, is the most important part of a news release. You are competing with countless other news releases for attention. A quick glance at the lead will tell the editor if your story is interesting. It takes time, practice and knowledge to establish effectiveness in the media, so don't be discouraged if your news releases are not printed. Even if a news release is not followed up by the media, you are still getting your name out.

Writing the lead

The lead is the hook that entices the editor to consider your release. Do not assume that any news release sent will automatically be used or even printed the way it was written.

Before writing the lead, determine what is unique about the event in the release. Although some news releases are generally considered straight news stories, they do not have to be boring. What they must be is informative and interesting.

The summary lead is the most common type of lead. This includes most of the facts pertaining to the who, what, where, when, why (also known as the "5 Ws") and how of the story. Although it is recommended to present the pertinent information early in the release, the most important elements need to appear in the first paragraph, and the rest can follow in logical order.

Writing the news release

- Remember that editors and their readers are busy. There is very little time to grab their attention. Write in short, concise sentences.

T I P
DOES ANYONE
CARE ABOUT
WHAT IS IN
YOUR NEWS
RELEASE?

PUBLICITY

- Well-written releases allow the reader to visualize. Try to show the reader rather than just tell a story.

- Use the active voice, active verbs and active words. Write in the present tense. This makes the story seem timely and more newsworthy.

- The more complex the story, the more simple the writing needs to be.

- Vary the sentence and paragraph length for variety. Avoid long, unbroken passages.

- Avoid clichés and try not to use vague words or phrases without referring to something concrete.

- Use generic, not fraternity, terminology for officer titles or events.

- Never say anything controversial that isn't backed with fact or evidence. Unsupported statements will hurt your credibility. Use concrete, accurate facts, details and figures that will give the material credibility.

- Always look for an unusual angle to the story.

- Quotations from significant officers or event participants help humanize the story. Quote only informed, articulate individuals.

- Facts, figures, spellings of names and dates must be accurate. Make sure grammar is correct.

Formatting the release

- News releases should always be typed, doubled-spaced and have large margins (1-2") to allow editors to write and edit text. Use news release letterhead, if possible, with your organization clearly identified at the top of the page. If you do not have letterhead, make certain your copy is clean and concise.

- Always include a date to release the information or write "For Immediate Release" in the top left corner. Use a catchy headline to attract interest and focus on the release. Be sure to include your name or the name of someone (philanthropic chairman, chapter president, etc.) and phone number for a contact person to learn of more details.

- Always include a closing paragraph that has a summary of your organization, e.g.: "Alpha Alpha Alpha was founded in 1900 at State University, City, State, as a fraternity dedicated to scholarship, leadership and community service. Alpha Alpha Alpha has installed chapters on 169 campuses throughout the United States and Canada with total membership of more than 115,000."

- If the release is more than one page, include the word "more" at the bottom, center of each page and the words ALPHA ALPHA ALPHA-2 at the top, right of the following page. Continue to number pages accordingly. The end of a release is denoted with "###" centered one line down from the last line of type. (*See Appendix B*)

Other tips

- Small hometown papers love stories about local residents. This is great public relations and is also an excellent way to rush.

- Do not reinforce the myth that Greek life is just a round of parties. Stress the chapter's public service projects and worthwhile activities.

- Your executive council may want to approve your news releases.

- Mail copies of clippings to your headquarters.

Photos

When you are planning a story, ask the editor whether he/she would like pictures. The newspaper may want to send its own photographer or will suggest using pictures you supply. When using a newspaper photographer, have a definite idea for the photo, give them a day or two notice, then be there on time.

If you have an experienced or amateur photographer in the chapter, include him/her on the P.R. committee to take good publicity photos for the chapter.

Proper handling of photos

- For stories about individual

T I P

STRESS PUBLIC SERVICE AND GOOD SCHOLARSHIP, NOT PARTIES.

PUBLICITY

members, send the member's year-book or composite black-and-white photo. Many newspapers do not use snapshots, Polaroids or color photos.

- For group photos, call the newspaper's photo editor first; if they are unable to send a photographer, then enlist the aid of the public information or public affairs office on campus. Include a photo credit for the photographer.

- Get action into your photos. Show members or associates doing something. Do not have them staring at the camera and mouthing "cheese." Most papers limit three or four people in a photo — unless a unique angle. Any more become a sea of unidentifiable faces.

- Identify the picture, but do not write on the reverse side. The slightest pressure on a glossy print will spoil the picture, and damage will show up in the printing if used.

- Instead, write the caption on a separate paper and tape it to the back or bottom of the photograph so it may be read conveniently while the editor is evaluating the picture.

- Always use good quality, glossy prints. Ask your editor what size he or she wants and supply that size if you can. If not, try to furnish an 8" x 10". Other than a "mug shot," never send a photo smaller than 5" x 7".

- Use good taste. Avoid photographs that include paddles, drinking glasses, inappropriately or improperly clad members, or horseplay.

Publicity using radio

Radio stations are sometimes effective news sources for Greek activities, but less so than newspapers. Newscasts are short. Stations are looking for campus news of strong general importance, but they are also looking for short feature stories with human interest. When these situations occur, give them to the radio station news director.

Some community radio stations near campuses run special news and

feature programs about the college. If so, such a program would be a likely market for many fraternity news stories which might not be usable on a general newscast.

Some stations carry "calendars of events", or "bulletin boards", announcing meetings and events. If your local station does so, this is a good news plug source for many of your chapter's special events.

Most campuses have their own radio stations. Because many depend upon part-time student staffing, they may be seeking news and feature items. Here again is the opportunity for your chapter to obtain recognition with radio listeners.

Radio talk shows provide another opportunity to plug your event — particularly if it is an event in which the public is involved. There are two talk show opportunities. First, you or another chapter member might be the special talk show guest to tell about an event, situation or project in which your chapter is taking a lead, and in which the general public is involved. Second, there are opportunities to telephone hosts of talk shows to plug your event or project.

Radio public service departments provide another opportunity. All stations are required by the FCC to contribute a certain amount of free time to announcements of a public service nature. This does not mean the station must give any free time to your organization. If your chapter is sponsoring a service project in which participation of the public is invited, the project may well be deserving of public service time.

If you request public service time, make certain that your project is truly of a public nature and that its presentation on radio benefits the listener as well as your chapter. Write your announcement in three different lengths — 60 seconds, 30 seconds, and 10 seconds. Ten seconds may seem like little time to tell a

T I P

REMEMBER
RADIO! SOME
PEOPLE HAVE
IT TURNED ON
ALL DAY LONG.

PUBLICITY

story, but it is surprising how much you can say in a short time if you cut out all unnecessary words and phrases.

Public service announcements are scheduled well in advance. It is advisable to visit the public service directors of radio stations from three to four weeks in advance of the period in which you are requesting announcements. In requesting public service spots, specify the period (usually a two-week span) in which you desire the announcements run. Few stations will extend public service announcements on single events longer than two weeks because there are so many other demands for public service time.

Publicity using television

The rules applying to television news coverage are generally similar to those governing radio coverage, except that television news time is usually more difficult to obtain. In seeking television news, look for stories which have visual appeal, realizing that TV news coverage is nearly always illustrated with on-the-scene reporting.

Television public service time is also more difficult to obtain than free time for the same event on radio. However, here again, the visual impact should be considered. The most commonly used television public service spot is a color slide or piece of art, flashed up on a screen with a short printed or lettered message. Usually it is not backed up with dialogue. When seeking television public service spots, prepare an attractive television identification card or slide, or have an idea roughly sketched that the public service director can give to the station artist for preparation of a station-break slide. In addition to the slide or card, furnish the station with a 60-second, 30-second, and 10-second suggested spot announcement, similar to material furnished radio stations.

T I P

**DON'T EXPECT
YOUR P.S.A. TO
BE USED FOR
MORE THAN
TWO WEEKS.**

WORKING WITH

By
Elizabeth Runyan
Senior Editor
The Laurel of
Phi Kappa Tau

Positive Public Relations

Everything that members do affects your chapter's image. The value of positive public relations cannot be overestimated. All members should be aware of it, since the actions of a few can tarnish the rest of the group. Implementing a "code of conduct" or presenting a public relations workshop early in the school year can help members know what is expected of them. The following are some areas to consider and discuss.

T-shirts

This can be one of the most potentially explosive areas of chapter visibility. Most Greek T-shirts represent major parties, events, philanthropies, recruitment and other aspects of Greek life. Avoid any hint of racist, sexual or alcohol-related implications.

Remember that most fraternity emblems — name, letters and coat of arms — are copyrighted. Distributors who use them improperly and without permission are subject to legal action.

If you are ever unsure of whether a T-shirt design is acceptable, consider these points:

- Is it consistent with the ideals and objectives of your fraternity?
- Are there references to alcohol in picture, logo or slogan? There should be none.
- Would the slogan or pictures be seen as offensive to a minority group?
- What would different segments of the public think of the shirt?
- Are women and men portrayed with the proper dignity and respect?

Appearance

Image is everything in public relations. The appearance of chapter members can promote a positive image and positive relations with all segments of your publics: other students, faculty, administration, parents, community members, alumni/ae. Factors include dress, attitude and conduct.

Building a Positive Image

There are many things both individuals and chapters can do to create positive public relations with various segments of your publics. A list of some of these activities follows:

Chapter Members

1. Develop an awards program. Make presentations at a formal banquet or chapter dinner.

2. Develop a chapter phone tree. This keeps out-of-house members informed.

3. Develop a chapter newsletter. It keeps members informed and serves as a back-up to meetings.

4. Host a chapter retreat.

5. Have guest speakers. Topic examples: study skills, current events, dress for success or interview tips. Utilize local resources like faculty, community leaders, etc.

Associate Members

1. *DON'T HAZE. EVER.*

2. Have associates serve on committees. Get them involved early and keep them involved.

3. Help them with their studies/adjustment to college life.

Other Chapters

1. Executive retreats: invite neighboring chapter officers to a retreat, leadership workshop or planning session to share ideas.

2. Regional conferences: attend any and all regional activities made available to your chapter.

3. Activities/events: invite other chapters for a party, softball game or athletic event where teams from both schools are playing.

4. National leadership training/conventions: attend any and all events sponsored by the national fraternity. Stay in touch with neighboring chapters as there could be ways to travel together and save money.

Headquarters/Traveling Staff

1. Communicate in a timely manner. Send in reports on time or call and say when reports will be sent.

2. Be a good host for visits.

T I P
SUCCESS WITH
THE MEDIA IS
A TWO-WAY
STREET. DON'T
GET IN THE
WRONG LANE.

THE MEDIA

3. Cooperate! Take advantage of the resources, networking and accumulated knowledge at the headquarters.

Alumni/ae

1. Alumni/ae newsletter
2. Alumni/ae association: not a housing board or corporation, simply an alumni/ae chapter with the purpose of keeping the bonds of brotherhood/sisterhood alive after graduation.

3. Alumni/ae big brother/big sister program: contact area alumni/ae to spend one day a month with an undergraduate big brother/big sister. This can have a tremendous impact on both developing brotherhood/sisterhood in the undergraduate member while improving alumni/ae contact with the chapter.

4. Alumni/ae phone tree: sets up a system for personal calls to keep alumni/ae informed of events/activities.

Parents

1. Parents Day: plan activities of interest to parents. Might include a meal, tour of campus, attendance at athletic event, etc.

2. Write letters to parents: every associate or even potential associate parent should receive information explaining the fraternity/sorority, benefits and costs, and other information to help support the decision of their son or daughter.

3. Mothers/Fathers Club: many chapters have combined parents and alumni in their programming by inviting everyone to Founders' Day activities.

4. Parents Newsletter: nice to have a separate publication specifically for parents but if funds are short you can always send parents your alumni/ae newsletter.

Non-Greek Students/Prospective Members

1. Market items that get your name and logo before the general student population: calendars with important dates (rush included) with advertising to supplement costs, book

covers, bookmarks, maps or directories. Make available to all students as a resource provided by Greeks.

2. Utilize the campus press. Advertise in campus newspaper, have Greek materials included in registration materials, use press releases and public service announcements.

3. Sponsor scholarships for non-Greeks.

4. Open your chapter house. Utilize a "Guest Night" for campus-wide presentations. Invite residence hall students. Have an open house/sponsor a pep rally.

5. Positive visibility. Again, watch your actions. Don't discriminate against any minority groups — these are potential members. Participate in new student orientation, help students move into residence halls, be involved in campus activities and clubs.

Other Greeks on Campus

1. Don't bash other Greeks!
2. Be involved in IFC and Panhellenic.

3. Sponsor functions with different groups.

4. Send different groups congratulatory cards, Christmas cards, "welcome back" cards: this is good communication.

5. Send your newsletter to other Greeks.

6. Start a Greek newspaper for the system and other students.

7. Don't steal/vandalize property!

Faculty/Administration

1. Use faculty as advisors.

2. Watch your conduct in the classrooms.

3. Use "Guest Night" to invite a faculty member/administrator to speak.

4. Have a "Faculty Appreciation" dinner. It's good to combine this with the chapter scholarship banquet, presenting an excellent opportunity for the faculty to see the emphasis Greeks place on academics.

5. Organize events with faculty. A faculty vs. fraternity softball game, for example, offers the chance to

T I P

WHAT YOUR
PUBLICS
DON'T KNOW
WILL
DEFINITELY
HURT YOU.

WORKING WITH

meet faculty in a casual setting. Another opportunity is to co-sponsor a philanthropic event with faculty. These make good press.

6. Send copies of your newsletter to select faculty.

7. Use positive visibility at university events.

8. Attend regularly scheduled meetings with the Greek advisor at least monthly.

Guests in the Chapter House

1. Do not ignore strangers!

If a person walks around for 15 minutes before being greeted, he/she will have a negative impression of the chapter. Every member should be prepared to greet and welcome guests.

Remember, do not greet them and then leave them alone!

2. Give a tour of the house. Include brief history, etc. Have all members practice and be able to conduct such a tour.

3. Have a registry book. Names and addresses help if you'd like to contact visitors later.

4. Develop souvenirs. International fraternity/sorority-approved vendors usually have items that can be purchased inexpensively, for example, key rings, pens, notepads, etc.

Chapter Employees

1. Pay employees on time.

2. Study employee relations: There are many laws and practices in employment situations. Time off, sick days, breaks, benefits, notices — all can affect the relationship between the chapter and an employee. Know the law.

3. Personal contact. Be friendly to employees.

Birthday cards, Christmas bonuses and small surprises can help keep them around. Finding new employees, especially a cook or house director, can be difficult and time-consuming.

4. Always maintain a professional relationship. If employees are treated in a professional manner, they will respond in a professional manner.

Business Contacts/Vendors

1. Send greeting cards during the holidays.

2. Develop a personal contact, particularly when dealing with large companies; especially important in dealing with food suppliers.

3. Operate professionally. Late payments, last-minute requests and poor communication can result in bad relations.

4. Avoid long-term contracts. Since chapter officers generally serve no more than one year, they should not enter into long-term contracts.

The Media

1. Co-sponsor philanthropic events: by having radio stations and newspapers do a philanthropic project with you, you'll get extra exposure in their medium.

2. Send press releases and public service announcements.

3. Advertise: promote upcoming chapter events with a small ad.

Community

1. Do community service.

Fund-raising ideas:

- Auction fraternity/sorority member services (leaf raking, window washing, snow shoveling, etc.)

- Sponsor a sports tournament (walk-a-thon, basketball, etc.)

- Develop a calendar and sell advertising

- Host a baseball card show

- Recycle aluminum cans, papers, glass, etc.

- Pancake breakfast with other groups like Rotary, Lions, etc.

- Raffles/drawings with local business participation

- Toy/clothes/food drive for local shelter, churches, etc.

- Spaghetti dinner

- Sell parking

- Car wash

- Yard sale

Service ideas:

- Sponsor and coach a Little League team, pee-wee football, etc.

- Sponsor a Boy Scout Troop,

T I P

BE FRIENDLY
AND FAIR
WITH EVERY-
BODY . . . EVEN
EMPLOYEES.

THE MEDIA

Brownie unit, Campfire unit

- “Adopt” a grandparent, underprivileged child, highway, river, etc.
- Participate in NIC Adopt-a-School program tutoring in a local school
- Construction, yard work for charity group, neighbor, Habitat for Humanity
- Easter egg hunt, haunted house at Halloween, Christmas party for faculty/staff kids while parents shop
- Donate blood, host a blood drive
- Assist in voter registration
- Host guest speakers, programs
- Host a picnic for a shelter
- Safe walk/ride program
- Work in a soup kitchen
- Join Big Brothers/Big Sisters
- Christmas caroling at local hospital or retirement home

2. Join the local Chamber of Commerce.
3. Invite city officials to chapter dinners as guest speakers (presents good photo opportunity).
4. Honor officials favorable to Greeks with awards.
5. Cooperate with local law enforcement.

Neighbors

1. Sponsor a neighborhood watch.
2. Notify neighbors of any late events in advance. Better yet, keep the noise down after 11 p.m.
3. Have a block party/picnic. Provides a good way to meet your neighbors on an even basis. A personal acquaintance will help in case of any problems later.
4. *Do not litter.* Keep the chapter grounds clean and mowed.

Your media tools

Is there one of these time-tested media lures you are overlooking?

- Video news releases
- Audio releases (actualities)
- Feature news alerts (featuring four to five different story ideas for the press)
- Editor conferences/backgrounders (invite reporters to a day-long conference at your headquarters/chapter

house)

- News release series (series of releases on one topic or several related topics)
- Media newsletter (stories on your organization just for reporters and broadcasters)

How to reach reporters

Most reporters want to hear from you when and if you have a good story. Don't call them when they are on deadline. Keep these things in mind:

Query letters. In a concise, one-page letter written to a specific reporter or editor, outline the story you want covered and what makes it worthwhile.

Phone calls. If you can relay the basics of your story in 30 seconds or if the story is time sensitive, get on the horn.

News releases. They work better with weeklies than with dailies. Often they are overused, but they are still the staple of most media relations programs.(See Appendix A)

Fax. Use it only for timely stories and important announcements.

News conferences. Good tool to use when (1) you need to deal with a number of reporters at once, (2) if the event has visual possibilities or (3) if it's a breaking story. Make sure you have real news to report and don't be surprised if no one shows up.

Media advisories. Briefly state “who, what, when, where, why and how” about upcoming news or events.

Special events. The best way to get media attention is to make news.

Media visits. Many reporters are more accessible than you think. Go visit the reporter or invite him or her to your institution. Best to make it an occasion when you do not have a news release in your hand.

[From the article *If it's a good story, pitch it . . . hard!*, by Erv Johnson, APR, Editor/Director of Communications, Beta Theta Pi Fraternity, printed in the spring 1994 issue of

T I P

FAX AND
EMAIL ALSO
ARE WAYS TO
SEND OUT
NEWS
RELEASES.

WORKING WITH

CFEA's *The Fraternity Editor*. For the complete article, see page 28 of this Manual.]

Gaining Positive Publicity and Dealing with the Media

DO'S

- Plan ahead, act quickly, accurately and concisely.
- Contact the appropriate editors, news directors or, for larger newspapers or stations, the writers of campus-related subjects. Contact them personally if possible, even if a specific news release is not being delivered. Know their names and their areas of responsibility.
- Know all of your facts and any related information ahead of time. Anticipate questions they may ask and have the information available. If you are having a guest speaker, have some biographical information on hand. If you are having a repeat of an annual event for charity, how much money was raised last year? Be prepared to follow up with responses to questions.
- Know the newspaper's deadline or a TV news director's air time, and avoid contacting them at or shortly before those times. Be sure your information reaches them well ahead of those times.
- Follow the rules and guidelines for proper news release preparation.
- Make sure news releases and facts furnished are accurate, neat, clear, concise, intelligent and without errors, misspellings or improper grammar.
- Address/deliver news releases to the appropriate editor or writer by name or directly. Where possible, personal contact is better than phone or fax contact, although the latter may be desirable to alert them to material on the way, or to follow up.
- Make the material or publicity interesting without distorting the facts or being "cute" or obscure.
- Study the style of the local me-

dia ahead of time. Note the news release subjects they do print and relate to that. Know the types of sections or areas of news covered by a given newspaper or broadcast station. Know what community interest, interview shows or "hometown" features your newspaper or broadcast media have on their schedule or their area of coverage.

- Think of story ideas or photos or "twists" which may enhance a subject's coverage. For example, don't just tell them you are having a carnival for charity. If your event benefits an orphanage, invite three of its residents, give them souvenir t-shirts and have their picture taken.
- Send copies or examples of your clippings to the communications department of your national headquarters. Save extras for award competitions as well.

DON'TS

- Don't be discouraged if your news release or publicity announcements don't reach print or get on the air. Newspapers and broadcast stations have many demands on their time and space.
- Don't forget to work with and include your campus IFC/NPHC office or school information or publicity office in your efforts, as well as your fraternity/sorority headquarters.
- Don't assume editors or media representatives are "anti-Greek" or necessarily pro-Greek or anxious for your publicity. Approach them in a friendly and cooperative manner but don't be a pest. Don't waste their time.
- Don't approach the news media or the public as a competitor to other Greeks or enemies to the university. Greeks are part of the university or college and part of the Greek system.
- Don't overlook small town or hometown media. They are usually interested, in fact eager, to print news of members from their area.

TIP

ABOVE ALL,
WITH THE
MEDIA, BE
HONEST . . .
OR BE QUIET!

THE MEDIA

- Don't use platitudes or undocumented statements. The fact that you are "number one" or have "the best parties" is not news or credible information to pass on to the public. Avoid any personal, unattributed comment. Use quotes from members: "We were thrilled to have such a large turnout for our philanthropy," said chapter president Jill Smith.

- Don't be cute, suggestive or seek publicity merely for the sake of publicity. Carefully consider, especially with photos, whether or not the photo will convey the best image of the fraternity and the Greek system. The public often has an exaggerated perception of fraternity members as partiers or wealthy types who do not care for others. Painting Greek letters on the seat of a pair of jeans may be fun, but does not reflect well on the fraternity/sorority.

BONUS TIPS

- Some days of the week are traditionally "slower" for news than others. Aim for a noon Saturday broadcast time, for instance, and your story might have a better chance of getting on the air.

- Daily newspapers tend to highlight certain topics on a regular day of the week (all science news on Tuesday, for example). Many big dailies have regular education pages on a certain day. Know that day! You can never do too much research.

- If your story isn't "big" enough for a big daily newspaper, it still might get great play in a weekly suburban paper. There are often special interest weeklies in major metropolitan areas as well. Know them! Know what they print!

- Media personnel on deadline may have questions for you at any time of the day and night, depending on their work schedule. Include both day and evening phone numbers where you can be contacted on your press releases. Make yourself

available 24 hours a day if that's what it takes!

Tips for Photos & Photo Coverage

- Plan to provide photos that are clear, interesting and available quickly. If this cannot be arranged, they likely will be of little or no use to the media.

- Plan to use a professional photographer or at least a chapter member who knows photography. Color photos should be clear, bright and with sufficient contrast. Black and white photos are no longer needed exclusively for print as computer scanners can use color.

- If photos are fuzzy, streaked, too light or too dark they are of no use to the media. Photos should have a border with subjects centered to eliminate cropping by the media.

- Unless the photos are to be used for a background or more historical type of feature, photos must be available and furnished to the media immediately after the event.

- Photos of individuals or groups are sometimes appropriate or useful. In general, the media prefers action or interesting photos to posed ones. Avoid photos where the activity or action is too small or distant to be identifiable, or where there are backs of heads, obstructions, etc.

- Make several copies of photos to send to several media outlets. Do not expect a photo to be returned. Extra copies of the same print usually cost less than the first, and should also be furnished to those in the photo.

- On a carefully attached caption sheet, identify what is happening, when and where, and, if appropriate, who is pictured.

- When mailing photos, assuming the time consumed won't render them out of date, insert photos in cardboard and stamp the envelope "do not bend."

- If an event or activity is sufficiently substantial or significant, the

T I P
**SURE! GET TO
KNOW THE
LOCAL MEDIA
BEFORE
SOMETHING
HAPPENS.**

WORKING WITH

newspaper, TV station or campus information office might provide camera coverage. Personnel should be notified well ahead of time. If they are present, a member should be assigned to work with them to provide information, names, etc.

- Be sure to send a selection of interesting photos to your fraternity magazine!

Note: Encourage members to keep individual scrapbooks and elect a historian to keep a scrapbook for the chapter. You never know when you need photos immediately, and this way they are at your fingertips.

Contact Information for Media Representatives

Keep an up-to-date record of all media representatives in a computer database, a three-ring binder, a Rolodex, whatever works for you. This should be a permanent record passed on to those who follow you in office, a “bible,” if you will, for working with the media. Some directories of local media in larger metropolitan areas are available through local chapters of groups like the Public Relations Society of America (check phone books for local listings). Guides to media across the country are also available and worth purchasing, either as printed book or on diskette. [One source: *Hebbie Press, All-In-One Directory*, Box 1000, New Paltz, NY 12561.]

Information that should be included in the database appears on the next page, or simply make copies of it to place in the binder.

A “notes” section is included to list special interests, contacts made and when, dates stories printed, etc. You may also want to include email addresses in your listing.

I. CAMPUS

Newspaper

Contact/title

Deadline

Address

Phone

Fax

Notes

Radio station

Name of director or contact/title

Address

Phone

Fax

Notes

Television station

Name of director or contact/title

Address

Phone

Fax

Notes

College/university information/ public relations office

Name of director or contact/title

Address

Phone

Fax

Notes

College/university alumni publication

Name of editor or contact/title

Frequency mailed/deadlines

Address

Phone

Fax

Notes

Campus Greek affairs office

Name of director or contact/title

Address

Phone

Fax

Notes

Campus IFC

Committee chair/contact

Address

Phone

Fax

Notes

II. LOCAL MEDIA

Newspaper name

Deadline

Editor or contact/title

Address

Phone

Fax

Notes

Newspaper name

Deadline

Editor or contact/title

Address

Phone

Fax

Notes

T I P

**BE THE FIRST
P. R. CHAIR TO
ASSEMBLE A
MEDIA
CONTACT
NOTEBOOK.**

THE MEDIA

Radio station

Director or contact/title
Address
Phone Fax
Notes

Television station

Director or contact/title
Address
Phone Fax
Notes

III. INTER/NAT'L. FRATERNITY

Name of the Director of communications/editor of your magazine
Frequency/deadlines
Address
Phone Fax
Notes

Thank You, Thank You

Media relations are an ongoing process. Your first event may not be covered but your third event may, if you've laid the groundwork. You can develop personal contacts with local and even national media by periodic contact, through phone calls, letters, press releases, etc.

Follow-up is vital. If your release is printed/aired *always* write a brief thank-you note or at least call the reporter to thank them. Too often, in their fast-paced environment of deadlines, reporters receive no thanks for their work.

Sample thanks:

Date
Address

Dear Ms. Bean,

The sisters of Alpha Beta Gamma would like to thank you for your excellent feature story on our Halloween party for elementary school children. We appreciate the time you spent interviewing our president Jenny Marcum and visiting our chapter house to talk with the children. Sincerely,

/s/Amy Moses

Publicity Chair, Alpha Beta Gamma

In the thank-you letter:

1. Always use the reporter's name, not "dear sir."
2. Use correct spelling and grammar.
3. Mention specifically what story you're thanking them for; reporters at large newspapers/TV stations may not remember your chapter.
4. If you have another promotable event coming up, call a week or so after you sent the thank-you letter to mention the upcoming event, while your name is fresh in the reporter's mind.
5. Use notecards with chapter crest/sketch of house, etc.

The Follow-Up Press Release

After an event, whether it received publicity or not, you can try again with a follow-up press release. A photo can do the job IF there are interesting photos available immediately from the event.

The follow-up release:

1. Summarizes what happened in a concise manner.
"Jane Doe, nationally known image consultant, said facial hair is inappropriate for job interviews. Doe spoke at Alpha Beta Gamma chapter house on Tuesday evening . . ."
- When a photo is submitted, clip *typed* caption on the lower half of an 8 1/2" by 11" sheet of paper and attach the sheet to the back of the photo. Include contact name and phone and name of Greek organization on a label attached to the back of the photo. The caption should provide the basics: who, what, where, why and when of the event.
2. Follows all rules for normal press releases, such as correct spelling, grammar, etc.
3. Includes all contact information so that the reporter can reach you with any questions.

TIP

NEVER SEND A PHOTO WITHOUT PUTTING YOUR NAME/PHONE ON THE BACK.

THE FRATERNITY/

A

a, an Use the article *a* before consonant sounds: *a historic event*, *a one-year term* (sounds as if it begins with the letter *w*), *a united stand* (sounds like *your*).

Use the article *an* before vowel sounds: *an energy crisis*, *an honorable man* (*h* is silent), *an NBA record* (sounds as if it begins with the letter *e*), *an 1890s celebration*.

academic courses and majors Lowercase in all uses except languages: *a business major*, *an English class*.

academic degrees If mention of a degree is necessary, preferred use is a phrase instead of an abbreviation. Degrees should be lowercase: *a bachelor's degree*.

When abbreviated, academic degrees are capitalized, and when used after a name, they are set off by commas: *B.A., Ph.D.; Mark Hoffner, Ph.D., attended the meeting*.

academic departments Use lowercase except for words that are proper nouns or adjectives: *the department of history*, *the history department*, *the department of English*, *the English department*.

academic titles Lower case chapter advisor (and other advisor titles) and capitalize Advisory Board. Lowercase when used in general reference.

active This term should be avoided except as an adjective. All fraternity members are expected to be active. When referring to initiated collegians, use the terms *members*, *brothers*, *sisters*. Use *undergraduates* for collegians, *alumni/ae* for graduate members.

ages Use numerals whenever referring to a person's age. *A 5-year-old boy. The boy is 11 years old. The boy, 6, has a sister, 15. The woman is in her 30s* (no apostrophe).

all right That's the only way to spell it.

alumna, alumnae, alumnus, alumni Lowercase in all uses. *Alumna/alumnus* is the singular form, *alumnae/alumni* is the plural form. *Alumnus/alumni* are used when referring to either all men or a mixed group of men and women.

a.m., p.m. Lowercase with periods. Avoid the redundant *10 a.m. this morning*.

audio-visual Note the hyphen. May informally refer to this as AV (no periods).

awards Capitalize only when referring to a specific or formal award: *Outstanding Greek Woman, the awards banquet*.

B

biannual, biennial Biannual means twice a year. Biennial means every two years.

board/committee Capitalize only when referring to a specific or formal board or committee: *Duke Board of Trustees, Scholarship Committee, several committees*.

bylaws Not bi-laws or by-laws. Capitalize when referring to a specific set of rules by which to govern.

C

capital Do not capitalize when referring to the city where a seat of government is located. When used in a financial sense, capital describes money, equipment or property used in a business by a person or corporation.

capitol Capitalize *U.S. Capitol* or *The Capitol* when referring to the building in Washington, D.C.: *The alumni met on Capitol Hill in the west wing of the Capitol*. Follow the same rule when referring to state capitols: *The Virginia Capitol is in Richmond. Thomas Jefferson designed the Capitol of Virginia*.

T I P

REMEMBER:
GOOD SPELLING
AND PROPER
GRAMMAR ARE
THE FIRST LINE
OF CREDIBILITY.

SORORITY STYLEBOOK

Centennial Always capitalized.
cents Spell out the word cents, using numerals for less than a dollar: *5 cents, 12 cents*. Use the \$ sign and decimal system for larger amounts: *\$1.01, \$2.50*.

chairman May be capitalized when used as a formal fraternity or occupational title: *Recruitment Chairman, Chairman of the board, the event's chairman*.

chapter Capitalize only when used with the full name of a specific chapter: *the chapter sponsored a workshop; Gamma Gamma Chapter sponsored a workshop*. However, for concise writing, use Gamma Gamma alone, *Gamma Gamma at the University of Idaho*.

chapter president Capitalize only when using as a title preceding a name: *Chapter President John Bond; John Bond, chapter president; the chapter president opened the weekly meeting*.

class year Lowercase freshman, sophomore, junior, senior.

coat of arms Lowercase
collegian/collegiate Collegian is a noun; collegiate is an adjective: *Our undergraduates are collegians; they are members of a collegiate group*.

composition titles In titles of books, movies, plays, poems, programs, songs, works of art, etc., capitalize the first word and all succeeding words except articles and short (four letters or less) conjunctions or prepositions. Italicize most: *The Star-Spangled Banner, The Rise and Fall of the Third Reich, Gone with the Wind, Friends*, the NBC-TV *Today* show, the CBS *Evening News*. Use no quotation marks for the titles of: a sacred book or its parts; the *Bible*, the *New Testament*, the *Koran*. Reference works: Webster's *New World Dictionary*.

convention Capitalize when referring to a particular convention:

The 1998 General Convention. Lowercase when referring to convention in general: *We hold our convention every two years*.

council, councilor A deliberative body and one who is a member of it: *The National Council met Tuesday; all councilors were present*.

counsel, counselor To advise and one who advises.

crest Lowercase.

D

dates Always use Arabic figures without th, st and nd: *October 15*, not *October 15th*. No comma between month and year: *November 1996*.

dean's list Lowercase in all uses and with an apostrophe s: *dean's list*, not *deans list* or *deans' list*.

decades Use figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding s: *the 1890s, the '90s, the 1920s, the mid-1930s*.

dissociate Not *disassociate*.

district/province When referring to the regions of a fraternity/sorority, lowercase when referring to district in general, capitalize specific districts. *District XXII*. Recommend to use Roman numerals for districts.

district/province chief/director Lowercase unless preceding a name. *District Chief Tom Smith. Jane Smith, director of Province XX. Gerald Smith, a regional director*.

dollars Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: *The book cost \$4. Dad, please give me a dollar*.

For specific amounts of more than \$1 million, use the \$ sign and numerals up to two decimal places. Do not link the numerals and the words by a hyphen: *He is worth \$3.25 million. The project cost \$100 million*.

T I P

BE CONSISTENT
AND BE COR-
RECT . . . AND
YOU WILL
PROBABLY BE
PUBLISHED!

THE FRATERNITY/

However, *It was a \$10-million project.*

The form for amounts less than \$1 million: \$4, \$25, \$500, \$1,000, \$650,000.

E

effect, affect Effect, as a verb, means to cause: *He will effect many changes in the office.*

Effect, as a noun, means results: *The effect was overwhelming. He miscalculated the effect of his actions.*

Affect, as a verb, means to influence: *The game will affect the standings.*

Affect, as a noun, is best avoided. It occasionally is used in psychology.

emcee Not M.C. or MC. Better to use *master of ceremonies*.

F

fewer/less Use fewer for individual items, less for bulk or quantity. *Fewer than 10 applicants called.* (Individuals) *I had less than \$50 in my pocket.* (An amount) *I had fewer than 50 \$1 bills in my pocket* (individual items).

formal rush Lowercase.

forward Not *forwards*.

founder Capitalize when referring to one or all fraternity Founders.

Founders Day Always capitalized. Not: *Founder's Day* or *Founders' Day*. Ditto Dads Day and Parents Weekend.

fractions Spell out amounts less than one in stories, using hyphens between the words: *two-thirds, four-fifths, three-eighths*, etc.

Use figures for precise amounts larger than one, converting to decimals whenever practical.

fraternity Capitalize only when referring to a specific fraternity: *Sigma Chi Fraternity, our Fraternity, a fraternity on campus*.

fraternity members The plural does not take an apostrophe: *four*

Betas, not four Beta's.

fund raising (noun), **fund-raising** (adjective), **fund-raiser** *Fund raising is difficult. They held a fund-raising event. The fund-raiser was a success. A professional fund-raiser was hired.*

G

get-together Hyphenate when used as a noun.

girl Do not use. Undergraduate females are considered women or young women.

grade-point average Abbreviate GPA (no periods).

Greek Capitalized in all references to Greek life.

Greek Week Always capitalized.

group Takes singular verbs and pronouns: *The group is viewing its position.*

H

headquarters Not used by some Greek organizations in reference to their foundation or general office location because they believe that the "headquarters" of the fraternity/sorority lies with the volunteer board of directors.

homecoming Lower case in general reference. Capitalize when referring to a specific homecoming: *Next year at homecoming; Northwestern's Homecoming is October 4.*

hometown One word.

house corporation Lowercase unless part of a complete name: *Pi House Corporation*.

housemother One word; no capitalization. May also be referred to as a *house director*.

hyphen Do not use in place of a dash (—). When two adjectives are used in combination, hyphenate them: *a three-year-old girl, a first-place finish, an age-old saying*.

I

initiation Capitalize as a noun.

Lowercase when used as a verb: *December's Initiation, the initiation of four brothers.*

intramural Always lowercase. Never *intermural*.

Interfraternity Council Always capitalized. Not *Inter-fraternity Council*. Abbreviated IFC.

its/it's Its is the possessive. It's is the contraction of it is. *The chapter held its annual dance. It's the first time we held the event.*

L

lay/lie The action word is **lay**. It takes a direct object. Laid is the form for its past tense and past participle. Its present participle is laying.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.

When lie means "untrue," the verb forms are lie, lied and lying. Examples: Present or Future tense:

Right: *I will lay the book on the table. The prosecutor tried to lay the blame on him.*

Wrong: *He lays on the beach all day. I will lay down.*

Past tense: *I laid the book on the table. The prosecutor laid the blame on him. He lay on the beach all day. I lay down. I have lain down.*

Present Participle: *I am laying the book on the table. The prosecutor is laying the blame on him. He is lying on the beach all day. I am lying down.*

legacy Always lowercase.

lifestyle One word.

M

marathons Most marathon-type events are spelled without hyphens: *bikeathon, walkathon, telethon*.

N

National Headquarters Frequently used; however, some use *National Office* or *General Fraternity*.

SORORITY STYLEBOOK

National Interfraternity Conference Always capitalized, abbreviated NIC.

National Panhellenic Conference Always capitalized, abbreviated NPC.

National Pan-Hellenic Council Always capitalized, abbreviated NPHC.

numerals Write out numerals of nine or less, or when beginning a sentence. Use figures for 10 or more. Exception: Use numerals for dates and sports scores.

When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word: *twenty-two, one hundred forty-five, six thousand two hundred forty-one.*

For numbers higher than 999, use a comma before the last three digits: *1,234*, not *1234*.

Place a hyphen between the numeral and the year when designating the length of membership: *50-year member, 75-year member.*

O

over/more than In reference to quantities, use more than, not over: *They raised more than \$100. More than 350 men attended. The bottle was over half full.*

P

Parents Weekend Always capitalized. Not: *Parent's Weekend* or *Parents' Weekend.*

percent One word; don't use %. Percent takes a singular verb standing alone or when singular words follow an *of* construction: *The teacher said 60 percent was a failing grade. He said 50 percent of the membership was there.*

It takes a plural verb when a plural word follows an *of* construction: *He said 50 percent of the members were there.*

percentages Use figures: *1 per-*

cent, 3.5 percent. For amounts less than 1 percent, precede the decimal with a zero: *The cost of living rose 0.7 percent.*

periodic titles Use italics or underlines to identify newspaper, magazine or periodic names. Use quotation marks to identify article names. "Hazing Lies" was printed in the fall issue of *The Beta Theta Pi.*

Professional Fraternities Association Always capitalized. Abbreviated as PFA.

province (See *district*)

Q

quotation marks The period and comma always go within quotation marks. The dash, semicolon, question mark and exclamation point go within quotation marks only when they apply to the quoted matter. They go outside when they apply to the whole sentence: *"It's an excellent fund-raising activity," said the president. Was their float theme "Whip the Tigers"?*

R

recolonize, recharter Not: *re-colonize, re-charter.*

ritual Capitalize when referring to a specific fraternity's ritual: *Beta's Ritual.* Lowercase when referring to other types of ritualistic activities: *Going to class on Thursday nights has become a ritual.*

runner-up (s.) **runners-up** (pl.)

rush Always lowercase in all references to membership recruitment.

S

seasons All seasons are lowercase: *spring, summer, fall, winter.*

semiannual Twice a year, a synonym for biannual.

T

time The exact time of day that an event has happened or will happen is not necessary in most stories.

When using exact time, however, use figures except for noon and midnight. Use a colon to separate hours from minutes: *11 a.m., 2 p.m., 4:30 p.m.* Avoid redundancies like: *7 a.m. this morning, 9:30 p.m. last night.*

titles In general, confine capitalization to formal titles used directly before an individual's name. Use lowercase to spell out when used without an individual's name or when set off with commas: *The president attended the ceremony. The statement was made by President Smith.*

toward Not *towards.*

U

universities Capitalize only when used with the actual school name: *Transylvania University, the university wrestling team.* When abbreviating university or college names, use periods: *U.C.L.A.*, not *UCLA.*

W

who/whom Who is the subject; whom is the object of a preposition. *Who said that? Whom did we say was going?*

who's/whose Who's is a contraction of who is. Whose is the possessive: *Find out who's there. I don't care whose it is.*

Y

years When referring to a period of years, no apostrophe is needed: *The 1960s* not *the 1960's.* *The early '70s* not *the early '70's.*

Based on materials provided by the College Fraternity Editor's Association, Phi Mu Fraternity, Beta Theta Pi Fraternity and the Associated Press Stylebook.

IF IT'S A GOOD STORY,

By
Erv Johnson, APR
Director of
Communications
Beta Theta Pi
From the Spring
1994 issue of
CFEA's "The
Fraternity Editor"

"The media is quick to report all the negative stuff about us; but when we have a positive story, they never use it. What can we do?"

You've heard that before? You say you've *said* that before!

Granted, there is a certain amount of truth in the complaint. But good results *rarely* are achieved without a professional approach and a ton of hard work. *Rarely* is a political candidate elected without solid promotion and 18-hour work days. *Rarely* does a business become successful without extensive investment of money, time and know-how. *Rarely* does an athlete win the gold on raw talent; it takes years of preparation, coaching and training.

So why do we expect to nail the big publicity hit without putting in the requisite sweat and smarts?

How big is BIG?

For some, *big* means the local daily or TV station. For others, *big* translates into nothing less than network television or *The Wall Street Journal*. So, just what is your goal? A mention in 50 newspapers or a sound bite on "Nightly News?"

Whatever your target, remember to take time to (1) learn their requirements, (2) cultivate good contacts and (3) fashion your story to fit each of them.

As a public relations associate of mine used to say, "Landing the big one is a lot like fishing — outfit yourself properly, look for the best fishing hole, dangle your most attractive lure and once it gets a nibble go for it with everything you've got!" Good advice. If you have a good story, pitch it . . . and pitch it hard!

Be realistic

When my Fraternity decided to build a new headquarters last year, some alumni got glassy-eyed at the prospect of national media attention.

I cautioned them, "There's a new

multi-million dollar building announced every day. Outside of our home community, who cares? Wait until it's finished. Then, if it's truly an architectural knockout, maybe . . . just maybe we'll warrant a nod from *Architectural Digest*." Too bad there isn't a trade journal called *Greek Organizations' Home Office Architectural Age*.

The point is: Identify your audience. Classify the media that targets your audience. Study your chosen media. Match up the merits of your story with the requirements of the media you have chosen.

Now it's time to present your story. And this, apparently, is where most of us run into trouble.

Is it newsworthy?

While announcing a new home office may be mundane, reporting on a public service project may be right on target. Why? Because often it offers opportunities to bring together caring collegians with children or animals, the homeless or the elderly, the famous or the forsaken, especially if the story includes the raising of huge dollars or the contribution of thousands of hours or both.

When our Texas-Arlington chapter developed a public service project involving members and girlfriends dressing as comic book superheroes and going to terminal wards of children's hospitals to cheer up wide-eyed patients, taking their pictures with the superheroes and passing out comic books and trading cards, this "Heroes for Hope" project captured major local attention in the Dallas-Fort Worth press. We were able to step it up to national coverage by preparing a news release, accompanied by a pair of color photographs, which we distributed to some 75 network television producers. The result: a four-minute segment on ABC's *Good Morning*

T I P

ARE NAMES
SPELLED
RIGHT? ARE
FACTS DOUBLE-
CHECKED AND
CORRECT?

PITCH IT . . . HARD!

America. Additional regional coverage followed.

Now, having established a solid contact with this network producer, we will be comfortable going back personally to offer future stories.

Is it the right format?

If it's for the print media, send a printed release and action photos with captions. If it's for radio, send an actuality. If it's for television, send a video news release. But then, rules are to be broken, aren't they?

Let's take news releases. They still work. When they don't, editors tell us it is because the story is not timely, not pertinent to the publications' audiences or does not tell the 5-Ws. So choose your target publications carefully and write your news release well.

What about radio and TV?

If you truly have a newsworthy story for broadcast, choose your targets and *call, don't write!* Radio and television are more telephone oriented than are newspapers. To begin each day, radio news directors and TV assignment editors plot their staff assignments. A phone call to these people during their early scheduling periods may evoke interest. Of course, few will object to an advance letter or release about the upcoming event as background before the call.

Keep the story simple for broadcast. Know their deadlines and observe them. Be visual; talking heads are anathema to TV producers. Suggest dramatic, interesting visual possibilities. Get acquainted with a select number of producers and talent coordinators. Successful national broadcast coverage is the result of cultivating a handful of key contacts and offering only probable story possibilities.

And what about Video News Releases? The rule: Don't even try if you don't do it right. This is not an arena

for amateurs. VNRs work, but they should be brief, of top quality, newsworthy, timely and pertinent to the topic as well as the market and they must be well produced.

Avoid fatal mistakes

What are some of the quickest ways to get your story dumped? According to a panel of national editors, a news release will hit the round file if it is "pointless, overstated or simple puffery," filled with mistakes, typos, misspellings or sent to the wrong person.

Noted one editor: One big PR company sent a release "which misspelled Huntington three times, ho-siery once, misnamed the mall and begs a grammarian. Fifteen mistakes in three paragraphs makes for laughter, not credibility."

Another top PR firm persisted in sending news releases to Clive Irving about the homebuilding industry even though Irving has not been at *Newsday* for 18 years. Update your mailing list regularly.

Follow Through

It seems a pity that some communicators invest endless hours and large budgets to attract the interest of the media, then drop the ball when a reporter shows some interest. So remember: (1) answer media phone calls, letters and faxes promptly, (2) put them in touch with your source or spokesperson promptly, (3) supply additional information quickly, (4) be available to help but avoid the limelight (or camera lights) yourself and (5) send a thank-you note afterward.

Hopefully, you can use these guidelines to help make you more effective, increasing your success in placing your next story with the publication or broadcaster which best serves your target audience. Good luck!

T I P

POINTLESS
PUFFERY AND
MISTAKES ARE
QUICK WAYS TO
PUBLICITY
OBLIVION.

By
W. Len Rayburn
*Director of
 Communications
 Kappa Sigma*

How to Foster Positive Community Relations

Isolate your publics. Target your message to tight groups. Begin posting flyers a month before the event. Have a special dinner to win over the administrators. Send other Greeks (including those with whom you don't get along) a rush congratulations card. Find a nursing home and sing to earn points toward an award, etc., etc.

While all of this may or may not be effective, it's not the true secret of good community relations. A chapter can send all the thank-you cards it wants; but if members torture passers-by with bottle rockets or never participate in campus philanthropic projects, positive community relations will remain elusive.

The secret to good community relations can be summed up in one phrase: *be a good neighbor*. It really is that simple.

Essential Ingredients

While this text can give you some guidance about community relations and several tried-and-true ideas about things that help community relations, at the heart of it all is the determination of the chapter to be a good neighbor. Without that, any community relations program is doomed before it starts.

Good neighbors are courteous, helpful, involved and contributing members of their campus and community. While this isn't exactly the Greek stereotype, chapters that are good neighbors can develop a strong, positive reputation and relationship with their alumni, faculty, campus administrators, police, government administrators, fellow Greeks, independent students and all others with whom they come in contact. Such a reputation and relationship can only help a chapter become stronger.

Community Relations How-To

Like all chapter efforts, community relations should be a group ef-

fort. From keeping the stereo music to a tolerable level to sponsoring a state-wide biathlon to raise thousands of dollars for the chapter's philanthropy, community relations requires the dedication and effort of the entire chapter for success.

Since college students' schedules are usually hectic, staying organized helps get more members involved in more successful efforts. A strong community relations committee chair and committee can organize events with other organizations, promote the chapter's efforts, keep communication open with campus administrators and think of new ways to be a good neighbor. Get one.

Assess Your Situation:

The first step to getting organized is to determine who are the chapter's publics (see page 5). Once all the chapter's publics are determined, the community relations committee should ask these questions:

- How is the chapter perceived by its publics?
- Is that how the chapter wants to be perceived by its publics?
- If the chapter is perceived badly by any of the publics, how did that happen?
- Is there a certain public/group of publics the chapter has particularly neglected?
- What are the high/low points of the chapter's relationships with its publics?
- What has the chapter done to improve its community relations?
- What else should the chapter do to improve its community relations?
- Is the chapter considered to be a good neighbor?

Set Your Goals and Objectives:

Once those questions have been answered, the community relations committee will have a better idea of where to start in improving community relations. Bring the whole chapter in on the discussion with a special meeting or retreat. Pool opinions

T I P
 ASK YOURSELF
 HOW YOU
 WOULD LIKE A
 NEIGHBORING
 GREEK HOUSE
 TO ACT.

RELATIONS

about what projects the chapter wants to support, and to what extent. From there, set goals.

Making Plans

Goals are what you work for. Objectives are how you work to achieve the goal. For example, if you want to get rich, you can get a great job, win the lottery or rob a bank. Any of these objectives will take you a step closer to getting rich, but some have fewer negative consequences than others.

If a chapter wants to become the best house on campus, its members can work hard and excel in all areas until they exceed all other chapters, or its members can blow up all the other chapter houses. The first choice takes a little more work and time, but the other comes with several handy jail sentences. Decide where you want to be and the best way to get there.

(Note: your organization's national headquarters probably has many resources you can use, such as project idea lists, planning calendars, volunteer contacts, press release templates and more! Use them; that's what they are there for.)

- Use chapter members' ideas, opinions and motivation to develop the plan of action to improve community relations.
- Create a calendar of events for the school quarter/semester/year.
- Give individuals responsibilities to fulfill for each event (with deadlines!)
- Keep communication active: make sure everyone is kept up-to-date on the state of community relations projects and efforts.
- Publicize properly: Contact the media when appropriate. Keep their deadlines in mind.
- Make sure any vendors (printers, caterers, dry-cleaners, photographers, etc.) have adequate time to do their work for the project.

REMEMBER: Positive community relations may take time and perse-

verance to develop, so don't give up if you don't get front page accolades after your first charity fund-raiser. While it may have only taken a couple of movies to give Greeks the reputation they have today, it may take a long period of consistent, high quality efforts on the chapter's part to change its publics' perceptions.

Always remember that community relations is the collective result of everything your publics see and hear about your chapter.

Did It Work?

Evaluating whether or not the plan was executed faithfully and effectively is sometimes the hardest thing to do. Sure, calculating how much money the chapter was able to donate is simple, but what impact an event had on your publics' perception of the chapter is not. Over time, however, recognition will come. The chapter may not receive a fancy award, or get the front page of the newspaper, but it may, just may, be thought of as a good neighbor.

COMMUNITY RELATIONS IDEAS

Following is an extensive list of ideas for community service projects. Taken from various Greek organization manuals, the list can provide valuable inspiration for chapter projects. Keep in mind, however, that all of these ideas came from chapters like yours, so don't limit your chapter to this list. Let all chapter members give their ideas for improving community relations.

CAMPUS

Administration and Faculty

- Host monthly faculty dinner nights.
- Print book covers with Greek information.
- Volunteer to collect data for a university project.
- Sponsor a university blood drive.
- Send congratulatory notes to faculty or administrators for their outstanding work.

T I P
YOUR MEMBERS MAY KNOW THE BEST WAYS TO SERVE YOUR COMMUNITY.

COMMUNITY

- Sponsor faculty appreciation day.
- Sponsor an event for the children of faculty members.
- Sponsor an “outstanding professor” award or contest.
- Donate books to the campus library (including your group's history!).
- Serve as university tour guides.
- Distribute flowers to administration secretaries on Secretary's Day.
- Sponsor an on-campus lecture series on current issues.
- Sponsor a Greek/Faculty athletic competition with mixed teams.
- Sponsor a tea or reception for faculty/administration/board or others.
- Work with admissions for student recruitment (i.e., visit high schools, phonathon, etc.).
- Organize an annual campus beautification project.
- Sponsor a reception to introduce the Greek Advisor to your members.
- Present an annual gift to the university.

Non-Greek Students

- Provide students with a calendar or desk blotter with Greek information on it.
- Encourage student groups to meet in your chapter house.
- Print an insert about your organization for the campus newspaper.
- Assist with residence hall move-in during the first week of school.
- Set up a campus orientation booth during the first week of school.
- Provide care packages for students during finals (send advertisements to parents).
- Invite residence hall leaders over for dinner and offer your organization's help.
- Advertise your organization with banners at football games.
- Sponsor an all-university scholarship for a needy student.
- Sponsor an all-university athletic competition or tournament.
- Sponsor an “Outstanding Student Athlete” award contest and

- present the award at homecoming.
- Assist handicapped students
- Co-sponsor a pep rally with the student activities board prior to a home game.
- Encourage a chapter letter day on a regular basis.
- Host a recognition for all students on the dean's list.

Greeks

- Promote pride in being Greek.
- Start a Greek newsletter.
- Encourage IFC/Panhellenic Council participation/cooperation.
- Participate in intramurals, interfraternity games and projects.
- Host an all-Greek open house.
- Send holiday greeting cards, congratulatory notes or flowers to sororities on their Founders Days.
- Provide assistance during emergencies.
- Sponsor seminars, workshops or retreats on topics of mutual interest or benefit.
- Publish newsletters, press releases, etc.
- Participate in chapter exchanges, serenades, etc.
- Display congratulatory banners wishing good luck to other chapters.
- Sponsor a tutoring program.
- Host a Greek barbecue.
- Host a tea for housemothers.

CITY

Neighbors

- Initiate a neighbor who has been helpful in neighborhood relations.
- Organize a public service weekend where the chapter does odd jobs.
- Schedule an open house for neighbors.
- Provide ample off-street parking for all functions. Every college town has a shortage of parking. The chapter that does this will win friends.
- Send letters to neighbors before a social event.
- Keep the areas around the chapter house clean at all times.
- Participate actively in neighbor-

TIP

SCHEDULE AN OPEN HOUSE FOR YOUR NEIGHBORS. MAKE THEM FEEL SPECIAL.

RELATIONS

hood associations — you are taxpayers and have a vested interest in the future of your neighborhood.

- Attend city council meetings regularly, not when problems occur.
- Send thank-you notes, Christmas cards, expressions of appreciation, etc.
- Welcome new neighbors to the neighborhood.
- Make door decorations for neighbors during holiday seasons.
- Develop “neighborhood watch” program.
- Sponsor a haunted house.
- Sponsor an Easter Egg hunt.
- Keep the noise level down.
- Rake leaves in neighbors’ yards.

Public

- Participate in city volunteer programs.
- Contact the Chamber of Commerce to learn of opportunities.
- Join the local Chamber of Commerce. You’ll learn quite a bit!
- Allow community organizations to use chapter facilities.
- Sponsor members in a “walk” for a charity.
- Visit retirement homes.
- Join in canned food/toy drives.
- Run a football/dribble a basketball for charity.
- Sponsor a walkathon, danceathon, rockathon, etc. for charity.
- Have members speak at clubs and organizations about Greek life.
- Provide manpower for a community project.
- Sponsor a youth athletics time in a local league.
- Visit patients in a VA hospital.
- Make a “mile” of money for the charity of your choice.
- Provide manpower for the local PBS television fund-raising drive.
- Sponsor an all-city or all-campus basketball tourney, fees for charity.
- Sponsor a big brother program for underprivileged children.
- Assist Special Olympics.
- Sponsor an underprivileged

child overseas.

- Get a prize donated and raffle it for charity.
- Have a charity sale.
- Sponsor parties for underprivileged children around holidays.
- Run booths at local fairs.

Participate in local elections.

- Register chapter members to vote.
- Assist with voter registration in your area by manning booths.
- Drive senior citizens to the polls on election days.
- Sponsor a recycling drive for the campus or community.
- Organize a charity car wash.
- Teach swimming and/or arts and crafts to handicapped children.

Police

- Initiate a helpful, supportive local police officer.
- Present police chief or city officials with complimentary tickets to a campus event.
- Invite the police chief or mayor to dinner.
- Sponsor a “You and the Law” program using lawyers, judges and police as speakers.
- Sponsor Police Appreciation Day.
- Sponsor a car safety inspection.
- Provide a summer list of contacts in case something happened to the house over a vacation.

City Hall

- Initiate a city administrator who was helpful in community relations.
- Sponsor “voter awareness.”
- Organize and participate in a city-wide clean up project.
- Assist a beautification project.
- Sponsor legislators for a campus visit to speak on a current issue.

Businesses

- Pay chapter bills on time.
- Initiate a local businessperson who has been helpful to the chapter.
- Organize and distribute a coupon book for local businesses.
- Send Christmas cards to firms from whom the chapter purchases.

T I P
HAVE THE
WHOLE CHAP-
TER PARTICI-
PATE IN A
CITY-WIDE
CLEAN-UP.

By
Erv Johnson, APR
Director of
Communications
Editor *The Beta*
Theta Pi magazine

Crisis management is much more than just stopping or avoiding a crisis. Crisis management is also crisis prevention, planning for a crisis and damage control after a crisis (public relations work dealing with the media after a crisis occurs). Public relations is the one aspect of crisis management that is often ignored.

Having a good reputation and an ongoing relationship with all of your publics prior to an unfortunate occurrence will help defuse a crisis. If members of your chapter know members of the media, chances are that reporters will give your chapter the benefit of the doubt rather than assuming the worst.

If your fraternity/sorority has a positive reputation among university administrators, the administration will likely be more willing to help your chapter recover from a crisis. If other students feel positive about your chapter, they will be less likely to speak badly of you after a crisis.

When positive relationships have not been established, addressing a crisis will be more difficult, which points to the urgent need to have a Crisis Management Public Relations Plan.

The first step in establishing a plan is determining a chain of command. The person in charge should most likely be the president. This designee and the PR chairman should be the only ones authorized to release information to the media. The lead member should be fully informed on the details of the fraternity/sorority's Risk Management Guidelines and should be apprised of all aspects of the crisis. Other members should be appointed to report information to the lead person.

Assigning a member as (1) a liaison between other members and the lead person, (2) another as a liaison between the authorities and the lead person, and, if necessary, (3) another as a liaison between the hospital/police/fire departments and the lead person, will make things run more

efficiently. Ideally, assignments should be appointed at the start of each school term.

Your public relations plan should also contain a list of phone numbers in the order in which they should be contacted. (1) Your first call in an emergency should be to 911. (2) Then contact the fraternity/sorority General Office. (3) Keep handy the business and home phone numbers of your district chief/province director, housing corporation president and chapter counselor. They should be the next people you call. (4) Then contact legal counsel and/or the risk management advisor. (5) Also, contact any campus administrator/Greek advisor/faculty advisor who should be advised.

So . . . in case of a CRISIS

- Call 911
- Gather all the facts
- Call the General Fraternity/Sorority Office *Hotline*
 - Inform your province director, chapter counselor and housing corporation president
 - Advise appropriate campus administrators
 - Consult your legal counsel and/or risk management advisor
 - Have your spokesperson informed and available.
 - Other liaisons continue to gather information.

How to Deal with the Media in a Crisis

The media is *not* out to get you. Some reporters may have an unfavorable opinion of Greeks and will want to dig for dirt when there is a crisis, but most are objective and will report the facts.

While reporters are supposed to remain objective, they are human; often they are influenced by the behavior of the people with whom they are dealing. If you are rude, they are unlikely to report about you fairly.

Beware, however, of getting too

T I P

OFTEN, NEGATIVES CAN BE TURNED INTO POSITIVES BY QUICK ACTION.

MANAGEMENT

friendly. A reporter's primary job is to *report* the full story. Don't become so comfortable with a reporter that you start telling things that the reporter does not need to know.

Remember: *nothing is off the record*. If you tell anything of importance, they will probably use it, *on the record or off*.

Only one person should officially comment on any type of crisis. If the appointed spokesperson, you should have all the facts before speaking to the press. Avoid commenting on a situation about which you are unsure. Do not volunteer information. Do not answer with information about which you do not have personal knowledge. Don't get mad or blame anyone, and never say "No comment." These things only imply guilt. Always speak clearly, use proper English and avoid slang.

The first public relations step to take when a media-covered crisis occurs is to call your fraternity's or sorority's director of communications, who will assist you in dealing with the media or may even relieve you of the responsibility and speak to the media directly on your behalf.

Dealing with the Media

- Be honest . . . Be factual . . . Be prompt!
- If you don't know the facts, don't speculate. Say that you will get the information promptly.
- Release bad news in a timely manner.
- Avoid responding with "No comment." ("I don't know!" is a preferred reply).
- Answer only the questions asked.
- Avoid getting frustrated or mad.
- Don't blame anyone. Stay cooperative and united.
- Do not repeat negative questions or phrases.
- Recognize and do not reply to trick questions.

Note: **nothing** is *off the record*.

Television and Radio Interviews

- Use word pictures, anecdotes

and examples that are strictly applicable and accurate.

- Make key (most important) points first, simply and accurately.
- Repeat crucial information.
- Keep a calm voice, even when challenged.
- Never use sarcasm, slang or crutch phrases ("you know").
- Avoid nervous laughter.
- Speak for the organization, not from a personal point of view.
- Correct inaccurate statements.
- Face the interviewer; concentrate on talking with him/her, not the camera. Listen, so that responses will be accurate and appropriate.
- Remember, microphones are very sensitive and will pick up any noise or side comments.

Risk Management Cards

The risk management card can be set up in several ways. It should be carried at *all* times by *all* members of the chapter. *Example below.*

Death or Serious Injury

After calling 911, if someone dies or is injured seriously, consult your Risk Management Manual, which should specifically tell what to do.

Follow the procedures for handling a crisis in this section, and brush up on how to deal with the media.

In Case of Serious Injury or Death:

- Notify the authorities (Dial 911).
- Call your own hot-line
- Follow "In Case of a Crisis" steps.
- Allow only authorized personnel in the room. (Keep the door locked until authorities arrive.)
- Have a professional notify relatives. Afterwards, the chapter president or advisor should call the parents to express the chapter's concern.
- Ask parents what they wish done with possessions (in event of a member's death). Offer to box possessions if the parents so request.
- Coordinate hospital visitation or funeral/memorial attendance.

FRONT

President

Risk
Manager

Brothers
to
contact

Prepared
media

DP of BQP EMERGENCY

Todd Schmidlapp 555-1006 Pgr. 555-6001
Vice Homering 555-8999

Brad Smith 555-6777
Clint Jones 555-7888
Jake Fryberg 555-9999
Steve Thrilling 555-8888

This is an unfortunate and regrettable event. The Fraternity is cooperating fully with all interested parties. Further information will be given promptly when we have fully completed our investigation.

BACK

Housing
Corp.
President

District
Chief

Financial
Advisor

Chapter
Counselor

Risk
Management
Hotline, ext. 333

FIRE 555-1234 or 911
CITY POLICE 555-1345 or 911
CAMPUS POLICE 555-1456
AMBULANCE 911
Hume Morris H:555-5555 W:555-6666
Jerry Blesch (606) 555-2345
Stephen McCreary H:555-9876 W:555-8767
Brett O'Bannon H:555-8987 W:555-0000
UL Beta House 637-BETA (2382)
Gen. Fraternity 1-800-800-BETA (2382)

CHAPTER

Every chapter should publish some type of a newsletter. Newsletters enable parents and alumni/ae to know what is going on in your chapter and become better acquainted with the membership. Newsletters need to be concise and geared to your target audience, usually alumni/ae or parents, perhaps rush prospects.

The public relations chair should be responsible for the editing and production of a newsletter, but other members may assist with writing and planning. Once a semester is the typical frequency of a newsletter, but many chapters turn them out quarterly, even monthly. If your fraternity/sorority offers a prize for the best chapter newsletter, be sure to submit your chapter's newsletter for consideration.

Newsletter publishing service

If your chapter does not feel comfortable attempting a newsletter on your own, do as several others have done: contact a newsletter publishing service. Typically, the service will need a mailing list of your alumni/ae and will solicit your alumni/ae for information about themselves for publication and for a nominal donation or subscription fee.

Having a newsletter is better than not; so if you need to use a publishing service, do not hesitate. Service often used are:

University Publishing Corporation

P.O. Box 1311
310 S. Washington St.
Bloomington, IN 47401
Tel: (812) 339-9033

Stewart Howe Alumni Service

P.O. Box 296
State College, PA 16804-0296
Tel: (814) 237-0481

PC/Mac Friendly

On the other hand, if your chapter has a member who is handy at the computer, understands either Microsoft Word or Wordperfect and has a basic understanding of a design format, such as PageMaker, pro-

ducing a newsletter can be simple indeed.

For example, this manual is produced on PageMaker, using 11 point text on 12.5 point leading. The body typeface is Melior, but could just as well have been Times Roman or another equally attractive typeface. The headline typeface is Melior but could also be Helvetica, Spartan or Arial.

Help is available

The Communications Department of your fraternity/sorority is probably available to counsel your chapter on the production of a newsletter. If not, inquire of your local alumni/ae to learn if someone locally, who is acquainted with simple publishing principles, could assist you with the project.

How to get started!

So, you finally decided to sit down and produce a newsletter. Take time to pat yourself on the back for your initiative and enthusiasm. The road ahead will be tedious and sometimes frustrating, but the result will definitely be worth all of your hard work.

Before you begin, there a few items to be considered. First, take time to read further. It is divided into sections to help you plan the newsletter production process. Definitions of important words are on the left-hand side. As you become more experienced, use the manual as a reference guide to help answer quick questions and to give you new ideas. Though this manual is primarily designed to help you with the newsletter production process, there are other chapter publications (i.e., rush brochures and chapter magazines) that are equally important. If you have any questions or concerns about chapter publications, call your fraternity/sorority communications department.

Getting Started

Section I

Materials needed: pen/pencil, pa-

T I P

YOU WILL BE AN ALUM, TOO. WHAT WOULD YOU LIKE TO HEAR ABOUT THE CHAPTER?

NEWSLETTERS

per and *CREATIVITY!*

Before you begin to put together your newsletter, there are several planning steps to be done.

The planning process usually includes *brainstorming* and begins by jotting down ideas and notes to organize later. Start to think about your *audience* — whom you want to read your newsletter, the content — what you want your audience to read, and the basic format — how you want your newsletter to look. The next three sections will help you brainstorm ideas for your newsletter.

A. Choosing Your Audience

Your audiences should be the primary focus of your newsletter, and you should always be aware of them throughout the entire process. As you will see, the audience you choose to address determines the style and format of your newsletter.

1. In-house
2. Alumni/ae
3. Other

All three options build upon the same production techniques, but differ in the level and quality of the content and format.

In-house newsletters target members within your chapter. Many chapters use this type of newsletter to inform members about upcoming chapter events, deadlines and important dates.

Information usually includes:

- chapter calendar events
- officer deadlines
 - financial information
 - chapter updates
 - merchandise for sale

Distribution:

- Fall/1st quarter
- Spring/3rd quarter
- Summer/4th quarter (optional)

In-house newsletters are short (two pages), to the point and avoid extraneous material.

Many alumni/ae associations publish their own newsletters. If you don't know if there is an association

in your area, call your national office. Your newsletter and the inter/national magazine may be the only connection alums have to your chapter.

Alumni newsletters target both recent and older graduates of your chapter. Don't make the mistake of only including information about recent graduates. Recognize older alums as well. Information usually includes:

- Upcoming university and/or chapter events
- Officer reports
- Chapter awards and achievements
- Alumni/ae information
- Donation information

Distribution:

- Fall/first quarter
- Spring/third quarter
- Alumni/ae newsletters usually are two to eight pages full of pertinent material.

The other category contains many types of audiences including university administration, community members, other undergraduates, rushees and parents. Basically, this type of newsletter is for those people who are not directly involved with the fraternity/sorority. The newsletter is a wonderful opportunity for others to learn about your chapter. Go ahead and brag! Information usually includes:

- Chapter/national information
- Awards/accomplishments
- Upcoming events
- Report from the president
- Philanthropic involvement

Distribution:

- Late fall/second quarter
- Spring/third quarter

This style of newsletter is similar to the alumni/ae newsletter, but has more background information about your chapter.

B. Deciding on the Content

Using paper and pencil, make a list of all possible **features** and **news articles**. Ask yourself, "What would be important to my audience?" Par-

T I P

YOU WILL BE AN ALUM, TOO. WHAT WOULD YOU LIKE TO HEAR ABOUT THE CHAPTER?

ents would rather read about the progress with your philanthropic project than Jane Grad's new career.

C. Formatting Your Newsletter

After choosing your audience and content, begin thinking about how you want your newsletter to look — number of pages, page dimensions, pictures and graphics and column style. Remember, *you are just planning*. Don't spend a lot of time finalizing the format. Use paper and pencil to draft a basic layout.

Under Construction

Section II

The process of constructing your newsletter begins by making a few decisions about what equipment you will be using, how you will *designate* work, copy and headline writing and *proofreading*.

A. Equipment

Whether you have a computer (or access to one), a word processor or even a typewriter, the process of churning out a newsletter is relatively the same.

Of course, the best tool to use is the personal computer. Many universities have computer facilities for students. If possible, try to familiarize yourself with *desktop publishing* programs such as Adobe PageMaker or Quark Xpress. These programs are designed to make the production process as painless as possible.

A popular system among fraternity/sorority communications departments is *Adobe PageMaker 6.0*. PageMaker enables the user to type in copy, edit with ease and produce printable material without the need for manual cutting and pasting.

Typewriters and word processors can also be used, but your choice of *font* style and size is limited. Also, cutting and pasting adds more time to the production process.

Whatever type of equipment you decide to use, always keep deadlines at the forefront. Allow enough time

for formatting and editing, especially if you are not using a computer.

B. Deciding What is Important

The relative ease of producing a newsletter may tempt you to spend more time on the layout rather than the content. Design is important, but without thoughtful content, the design means little.

Now take a look at the brainstorming list you made earlier. As you read the story ideas, place a mark next to those that you feel are the most important topics to cover in your newsletter. Remember your audience!

Depending on the size and length of your newsletter, you will probably have five to ten stories. You will now need to think about the content for each story and to whom you will delegate the work.

C. Delegating Work

You now have a list of story ideas and are ready to begin writing. Unless you really want to write all of the stories yourself, you need to delegate work to other members of your chapter. This might not be as easy as it seems.

Many people have an innate fear of writing and will probably be reluctant to help you. What do you do when the community service chair refuses to write a synopsis of an upcoming philanthropic project?

Remember, all members are different. Try to be sensitive to a member's fear of writing. Don't use harsh words or continuously nag because that won't solve anything. Try to explain the purpose of the newsletter and the benefits your chapter will receive after the newsletter is finished. Hopefully, the member will reconsider. If not, ask for an outline or even interview him/her and write the story yourself.

Another problem is meeting deadlines. You assign stories to chapter officers and they have not made any progress. They are two weeks past the deadline. What do you do?

T I P

LEADING:
THE VERTICAL
SPACE IN
WHICH TEXT IS
PLACED

NEWSLETTERS

Common Proofreading Marks

	space
	insert
two	insert period
tw	insert letter
two	insert quotation
two	insert question mark
	delete
two.	delete period
twoo	delete letter
two	delete word
t	upper case letter
Two	lower case letter
two	make into number
2	spell out
toa	separate
tw o	close
tow	transpose
two	move right
two	move left
two	put in italics
two	put in bold type
two	let it stand
two	no new paragraph
two	two
Two	new paragraph

If members are not meeting the deadlines, it means that you aren't either. When you are delegating work, make sure they are aware of all deadlines from the beginning. Send reminders often, especially when you're not getting results.

D. Making Deadlines . . . Or Else

Deadlines should be based upon:

1. When you want your newsletter distributed

2. Your rate of speed

Usually, the production process takes about a month. If this is your first newsletter, and/or you do not have access to a computer and desktop publishing program, you must allot more time.

Your newsletter needs to be finished and ready to go to the printer no later than one month prior to an event you want people to attend. If your chapter is having an alumni Homecoming reception on October 15, the newsletter should be sent to the printer toward the end of August and mailed no later than the first week of September.

E. Writing Copy

Writing is the primary method used to accomplish the objectives of your newsletter. Your job is to attract your readers to the information before they throw your newsletter into the wastebasket.

Many people think good writing is an innate talent that few possess. Not true. Top professionals may be gifted, but most writers learned their skills.

Successful writing starts with thoughtful planning. Knowing why you are writing the story helps you keep your audience in mind. (See Section I.)

Because newsletters are less formal than magazines and newspapers, your writing style should be informal and reflect natural speaking at its best. Remember to write to express, not to impress. Avoid jargon, vulgar language or inside jokes.

Your average sentence can be up to

T I P

CAPTION:
THE TITLE OR
HEADING OF A
PHOTOGRAPH
OR OTHER
ILLUSTRATION

15 words; average paragraph, three or four sentences, and average story length, three or four paragraphs. It is all right to have sentences with three or four words.

Rules for good writing

1. Never use a complex word when a simple one will do.
2. Use nouns and active verbs, not adjectives and passive verbs.
3. Vary your sentence length and structure; do not write only simple sentences.
4. Put the ideas you want to emphasize at the start of your paragraph.
5. Always write in the active voice: "We won the tournament!" Never, "The tournament was won by us."
6. Avoid imitation. Write as if you were talking to a friend, but don't get too casual.
7. Write clearly.
8. Write simply.
9. Never use several words when one will do.
10. Always take a second look at your writing. You may find repetitions, errors and wordiness that can be edited.

F. Writing Headlines

Headlines summarize and advertise your stories. Some editors recommend that you write the headline *before* you write the story. Composing a headline first makes the rest of the story better and production more efficient. It helps you focus on what the story is about.

Writing the headline first also suggests how important the story is compared with other stories. To help make every word count, follow these simple guidelines.

Relate to the story: Standing heads (e.g., "President's Report") are dull and boring. One way to ensure relation is to include (or allude to) a verb.

Instead of . . .

Scholarship Report
Construction Report

Try . . .

DGs rank first in scholarship
Kappas number one in academics for third year in a row
Production on schedule on new Phi Delta Theta house
New Pi Phi house nears completion

The best rule: Write in the active, not passive voice. It gets the subject up front and focuses on the action.

G. Editing the Content

As your newsletter begins to take shape, and as deadlines approach, you need to read and reread the stories for spelling and grammatical errors and correct content information. This is called **copy-editing** or proofreading. The editor's marks at left will help you.

If the writer is cooperative, ask him/her to make the corrections. If not, you will have to do them yourself.

If you are using a computer, it is helpful if each writer returns the story to you on floppy disk. Make sure that everyone uses the same word processing program.

The final proofing is done towards the end of production. With a rough draft of the newsletter in hand, take a final glance. Check for correct font style, size and **leading**, proper placement of articles and correct names and dates. Just remember, *proofread everything!*

Putting it All Together

Section III

Once you have delegated story responsibility, you can start to format your newsletter.

Take another look at your sketches of how you originally wanted the

Formatting includes the process of manipulating text, graphics and pictures for presentation. Proper column widths, space between paragraphs and choosing the right type face and size are a part of the process.

T I P

PMT:
A PHOTO-
GRAPHIC
IMAGE WITH
CAMERA-READY
QUALITY

NEWSLETTERS

Think of formatting as the framework of your newsletter. Copy, graphics and photos fit into the framework to create a specific impression.

A. Column Styles

Columns divide your paper into sections for easier reading and better presentation. The columns don't have to be equal in size. Varying the column width and size can give a unique look to your newsletter. Continue with your chosen style throughout your newsletter.

The one-column format (right) is very basic and is not recommended unless you have a very long report. Your reader will find the format frustrating to read and unappealing to look at. If you want to use the one-column format, use it for only one page or a section of a page.

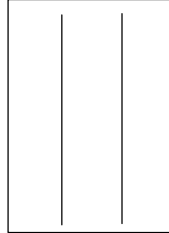
The two-column format is the most frequently used style for newsletters. It allows for greater readability, provides a wide-range of design opportunities and is easy to produce.

You can produce a two-column newsletter (left) with your typewriter or word processor by typing the article in a one-column format then cutting to make two columns. Make sure that the margins on your typewriter or word processor are a little less than your column width. For example, write your story in one long column using the 37-character line for a word processor or a .5" left margin and a 4.5" right margin for a typewriter. Simply cut and paste your stories in column format. This same procedure can be used for three- and four-column formats. Make sure you adjust the margins accordingly.

The common three-column format

(right) allows for more flexibility while keeping columns wide enough for efficient reading.

The type, however, has to be relatively small (10 or 11 point) to ensure enough characters per line. This style is recommended when you don't have a large amount of information to present, or if you have several pictures that illustrate a story.



B. Photographs

Give photographs your best shot. If you can get pictures of people in action, use them. When you need group photos, don't line people up in firing squad formation; have some people sitting, some standing. Unless you are skilled with a camera, beware of *backlighting*. A bright light behind your subjects can make their faces photograph too dark to be recognized. When shooting inside, avoid windows in the background.

A good picture can help enhance a weak story, but, on the other hand, a bad picture can ruin a good story. Be selective about the pictures you use. Don't include a picture that does not pertain to the story or has questionable material (e.g., a member holding a beer can).

Make sure you identify each person in the picture, listing names from left to right. The *caption* is usually below the picture or to the side.



- • • border/box
- • • PMT/news-
- • • paper scan

caption

T I P

HARD COPY:
THE FINAL
EDITED FORM
OF YOUR NEWS-
LETTER GIVEN
TO THE PRINTER

Placing pictures in the newsletter is relatively easy. If you are using a desktop publishing program, you can create a border/box with the click of a button. If you are using a word processor or typewriter, use *clip-art* or draw the border or box by hand.

Gather all of the pictures you want to use several weeks before you want to mail the newsletter. This allows time for the printer to make PMTs. *NOTE: It is advised that you discuss this production process with your printer as the printer might have other techniques.* PMTs are better quality and show more detail than a photocopy scan. PMTs can be pricey but are worth the extra cost. Also, black-and-white pictures reproduce better than color. If you have an extra camera available, keep it filled with a roll of black-and-white film.

C. Graphics

Similar to photos, graphics can also enhance the newsletter. Anything from boxes to borders, crests to seals can add zest and appeal. Clip-art can also be used, but only if it pertains to the story.

Be creative! Highlight statistics and financial information in a separate box. Use pie-charts or graphs to show retention or academic success.

D. Printing

Many people find printing a mystery. It is an art, craft and industry, an age-old tradition dating back to the early 1400s. Your newsletter can be printed on an offset printer or on a photocopy machine. Either is acceptable, but offset printing produces a better quality product.

Before taking your newsletter to the printer:

- Proofread everything
- No wrinkles, smudges or folds on the *hard copy*.

- Discuss the job with the printer in advance; get quotes on all costs.

- Be sure that pictures and graphics are in their proper places and af-

fixed to the hard-copy.

Regardless of the printing method you choose, paper will always be a major cost. Your printer can recommend the best quality paper that meets your budget. Four grades of paper are suggested: *uncoated book*, *coated book*, *bond* or *text*.

Uncoated book, often called offset paper, is used by most printers. It is ideal when you have multiple pages printed on both sides. The weight and quality of the paper depends on your budget. The higher the *quality* and *weight*, the higher the price.

Coated book, sometimes called enamel paper, is better quality because it gives better *ink holdout*. *NOTE: Some photocopy and quick print printers are unable to use coated paper.* Coated paper comes in a variety of finishes such as matte, dull and gloss. This type of paper costs 20 percent more, but gives a high quality look.

Bond paper is a low-grade stock and is typically used for photocopying and correspondence. The price is relatively low and available in many colors. Because pictures don't reproduce well on bond, it is best reserved for low-budget productions (e.g., in-house newsletters).

Text paper (short for textured) is a premium uncoated stock that has patterns pressed into the surface to give added depth and feel. Using it can bring combinations of color and finish to newsletters that need to be especially impressive and have budgets to match.

Distribution

Section IV

How your newsletter gets to its audience affects decisions about schedule, content and budget. Most newsletters reach their destination by mail. To determine approximate cost, answer the following questions:

How do you want to mail the newsletter — self-mailer or envelope?

T I P

COATED BOOK:
A TYPE OF
PAPER WITH A
FINE FINISH
OVERLAY

NEWSLETTERS

Can you mail it first class, or will third class provide better savings?

Can you utilize the bulk mail/non-profit discount? Call your local postal office for information. There are annual fees for this service.

Does your university/college have a campus mail system? If so, use this to distribute newsletters to administration, faculty and other students.

Distribution will be a major part of your budget concerns. Plan well to avoid unexpected costs.

Just a Little More

Section V

People like to read about themselves. In alumni/ae newsletters, be sure to include information and pictures of alumni/ae, their whereabouts, marriages, awards, etc.

Always double check the spelling of names.

Remember to say, "Thank you." If space permits, list all alumni/ae who have made financial or material contributions.

Avoid belittling remarks regarding campus rivals, religious or ethnic groups and sexism.

Avoid references to inside jokes that will be lost on your readership.

Requests for monetary donations are acceptable for house repairs and scholarships. Don't request money for social events and alcohol purchases. Consult your chapter advisors and house corporation before asking for money from alumni/ae.

Don't forget to send a copy of your newsletter to the communications department at your headquarters.

Cost Saving Tips

Section VI

A. Editorial

Edit and proofread! Cut the size of stories to include only important information, and proofread your work to avoid any last minute changes.

Copyfit as you write. Know how many characters fill one line when printed, how many words fill a col-

umn inch, how many typewritten or word processed lines fill an issue.

Use the best computer spellchecker and grammar help programs.

Allow yourself enough time. You don't want to pay extra for rush printing and distribution.

B. Design

Stick to your format. Once you have decided on the number of columns, column width, placement of regular features and typefaces, make changes seldom and slowly.

Design your newsletter for self-mailing. It will save on buying separate envelopes or mailers.

C. Printing

Involve a printer from the start of the project. Build the design around your printer's capabilities. Ask for help in planning all stages of production.

Shop around for the best printer who fits your budget. Some higher quality printers will meet or beat competitor's prices.

Negotiate yearly contracts. This can reduce your printing costs up to 30 percent.

If you are prepared in advance, ask your printer if you can go on press during a slow period of the month in exchange for lower prices.

D. Desktop Publishing

Recruit someone who can type well. This will reduce time during the production process.

Become familiar with your equipment beforehand. You don't want to waste precious time learning how to change margins and type styles.

There Are No Limits, a public relations manual for fraternity/sorority chapters, was written and produced by the CFEA, (College Fraternity Editors Association) and is funded and distributed by the NIC (National Interfraternity Conference.) For additional copies, contact the NIC: tel: (317) 872-1112 or fax (317) 872-1134.

T I P

TEXT: PREMIUM UNCOATED PAPER THAT HAS A PATTERN PRESSED INTO THE PAPER