

❖ **DUTIES APPLICABLE TO ALL PUBLICITY/PUBLIC RELATIONS**

A General Information for Newspaper Publicity

1. Take time to meet the editor(s) and introduce yourself. (Try to find out the "deadline" when his paper goes to press, and avoid that time for your visit!) Find out, during your visit, if he has any special requirements for submitting news releases and photos, and how far in advance this material should be submitted. Keep your visit short and business-like.
2. The editor is a professional in communications who is basically looking for news of general interest to his readers. The editor knows--and you must remember--that many details are of interest only to other musicians. (There are, of course, some exceptions where a clever feature story can be written about some subject ordinarily of interest only to members of your profession.) As you write your story, always try to put yourself in the place of the reader. Would you yourself be interested in the story as you are writing it (if you weren't a member of the organization)? Don't be upset if your announcement of a routine meeting gets a minimum of space in the paper. (Here it is important to state that visitors or guests are welcome, if that is the situation. This fact makes the story more newsworthy.) Local activities or participation by local members in state or national activities are also considered more newsworthy by most editors. You may just as well forget the "canned" press releases from the national offices unless you can rewrite them with a local slant, or unless the release features a very prominent person.
3. Always start with the five famous W's: WHO, WHAT, WHEN, WHERE, WHY. Try to get these five W's in the "lead" paragraph; most editors will cut the copy from the bottom up. **DO NOT** make a practice of calling the editor to find out why your copy was cut. Most often this happens when last minute advertising comes in, and it's not likely that the advertising will be cut!
 - **WHO:** Give complete names and carefully check the spelling. The editor cannot be expected to do this. If the spelling is unusual, such as Hazle instead of Hazel, insert the word "correct" in parenthesis. It is well to ask those whose names are to appear how they would like their names to read.
 - **WHAT:** Give the organization name in full. The general reader probably doesn't know what PMTNM is.
 - **WHEN:** Give the complete time of the event, such as Sunday, April 8, at 2:30 p.m.
 - **WHERE:** Give the meeting place, including the address.
 - **WHY:** If this is a special meeting, be sure to tell what is special about it. If the meeting features some personality, say so. People are newsworthy.

B Preparation of Copy for Newspaper Publicity

1. Use a typewriter or word processor and double or triple space the copy on 8-1/2x 11 papers, using one side only. Leave 1-1/2 inch margins at the sides and bottom of the page.
2. Start your copy about one-third down from the top of the page to leave room for the editor to write a "head". **DO NOT TITLE** your copy.
3. Type the name of the organization, your name, and your telephone number in the upper right corner of the first page so the editor can contact you if there are questions or if more information is needed.
4. Type "For Immediate Release" in upper left corner. Note "Picture Enclosed" if this is the case.
5. Number the pages at the bottom such as "page 1--more" and "page 2--end."

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6. Submit only an original or a photocopy of the story or email copy directly to the newspaper.
7. **NEVER TELEPHONE** stories to editors.

C Photos for Newspaper Publicity

1. Submit photos at the same time you submit the news release. If the release is mailed, make certain to enclose the photos between sheets of cardboard.
2. A 5x7 glossy photo is a good size to submit. However, any clear photo with a plain, simple background and **no shadows** are acceptable to most newspapers. Black and white is preferable to color.
3. Plan photos which imply action, preferably including two or three persons. Some editors will use photos of four persons; five or more persons in the photo are strongly discouraged.
4. Using a **soft** pencil, write the names on the back of each photo, listing names from left to right. (If photo is to be returned, so state on the back and include the name and address of the person it is to be returned to; enclose a stamped self-addressed envelope.)

D Staff Photographers

1. Some editors will send a staff photographer, if prior arrangements are made. There is no charge for this service, when provided. However, make certain that your subjects are on time because most newspaper staff photographers have to maintain a very tight schedule. The staff photographer is a professional; however, do some prior planning of possible photos so as to conserve his time.

E Radio Publicity

1. Many radio stations allocate a number of "spot announcements" to "public service". These "spots" range from 10 seconds to 30 seconds. (A 30-second "spot" consists of 50 words, or less.) It is therefore essential to concentrate on the **WHAT** of your message and how you can best put your message across.
2. Send a brief, succinct announcement to the Public Service Director of the station. Do include the **W's** (**WHO, WHAT, WHEN, WHERE, WHY**).
3. Make use of other on-air time available. This may include such programs as special interviews, panel discussions, announcements by on-the-air personalities such as disc jockeys and directors of women's features.

F Television Publicity

1. Many stations present short interviews with members of local, non-profit organizations. Call the program director, and ask if program time can be made available to your group.
2. When time is assigned to you:
3. Select an outgoing, enthusiastic, well-versed-on-the-subject person to be interviewed.
4. Check with TV interviewer regarding time of arrival and fact sheets.
5. Television stations may also allocate time for public service announcements (PSA's). Visit the station; find out their requirements and regulations.
6. Time copy at a slower pace than for radio. Standard announcements for television run 20 seconds for about 35 words.

G General for all media

Take time to write a few lines of appreciation to persons who give your group valuable publicity. It will be appreciated more than you realize.