

PUBLIC RELATIONS “Do’s and Don’ts”

Newsletter Basics:

- **Headline** - summarize or emphasize the most important facts or ideas of the article.
- **Lead sentences** should be a few words and simple form.
- News, feature, and sport articles should be based on **accurate facts, free of opinion**. (Writer should remain objective).
- If information comes from "something" or "someone, **state the source or give credit** to the material from which it came.
- **The Copy** - stay in the third person unless you are writing about your own impressions and experiences.
- **Identify people** you are writing about. On first reference, use first, last name, and title. After the first reference, the writer can use a consistent short form.
- Be **concise** - eliminate repeated words.
- Pick up reading **pace** by using short paragraphs.
- Check **grammar, punctuation**. Check that the "tense" (past, present, future) follows through the article.

Avoid in Chapter Newsletters:

- Using words such as: many, few, several. Use exact amount.
- Tell story simply and accurately. Avoid long drawn out sentences, especially the lead-in and second paragraph.
- Do not copy previous-published material unless you are familiar with copyright laws.
- Avoid words that could cause a second meaning or connotation.

Advertising Sales: Start with a plan. Set your goals.

- **Prepare a cover letter for New “Leads”** - (sample letter follows) and send with some promotional material. (Rate information, editorial calendar, production schedule; highlight articles about your chapter, association, and magazine). Cover letter should be peppy and create a sense of urgency. The opening sentence is most critical. You need to consider that the person reading it is a very busy person and unless you can get them excited, they will not finish reading the letter. The letter should also contain pertinent information about circulation, readership, and discount rates (if available).
- **Select the potential advertiser**. Sending out a lot of letters is impressive, but unless you reach the advertiser that will benefit from advertising in your newsletter, you will be wasting your time and money.

- ➔ **Follow-up phone calls.** Before you pick up the phone to follow-up on the letters that you took all your time and money to create and mail, make sure that you have a positive attitude and are feeling enthusiastic about what you are doing. The person on the other end of the phone will know in an instant whether you really believe in what you are selling or whether you are just following through on another routine project.
 - ➔ **Follow-up of the Follow-up phone call.** Per the phone call, you will either get a complete "Not interested", "Send me more information", "Call me back at a future date", or "YES! We will advertise in your Newsletter"! Take notes during and after the phone call and make sure that you take the time and follow through. Call the person back at the future date, send the extra requested materials, or prepare the paperwork for reserving the ad space.
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NEWS RELEASES

- ➔ A News release should be packed with facts and free of opinion.
- ➔ The release should contain the key fact/facts.
- ➔ Pack all key issues into the lead paragraph.