

How to get into . . .

THE
OREGON LION
OFFICIAL PUBLICATION OF MULTIPLE DISTRICT 36 LIONS OF OREGON

Submit a Photo...

Identify each photo sent.
(Pencil subject lightly on back.)

Attach photo (do not staple) to page which states:
Correct name and title of each person shown from L to R,
The Club and/or organization involved,
The subject or occasion pictured,
The place, and the date.

Send Clear, sharp black & white prints only.*

Send "action shots" only.
(More of subject, less of the wall!)

Suggestions for subject matter:
VIP's visiting Lions projects or events
Lions distributing food, clothing, equipment etc.
Dedications of Lions sponsored projects
Lions visiting hospitals/nursing homes
Lions playing/working with children or handicapped
Community service projects

Type information, if possible, as accuracy and clarity are vital to good journalism.

*Clear, sharp color prints may be usable if back ground is light enough. (Red tones in photo are not acceptable.)

You will have the most success in publicizing your Lions Club's activities and accomplishments if you write a news release to submit to local print and broadcast media. The following form will help you gather all the information you should need.

- **WHO** (The person or group who is making the news - receiving an award, announcing a project, taking an office and so forth. Check spelling of all names; avoid abbreviations and nicknames.)

- **WHAT** (The event, honor or other development.)

- **WHEN** (The date and time the event will happen.)

- **WHERE** (The location of the event. Include address if appropriate.)

- **WHY** (The reason this person is being honored, the event is being held or whatever.)

- **OTHER DETAILS:**
 - Cost:
 - Registration deadline:
 - Sponsors:
 - Speakers: (Give name, title, club or other affiliation, city and state.)
 - Contact for more information: (include name, title, phone number and address.)

- **YOUR NAME AND PHONE NUMBERS** (if different from the contact information above so the editor and news director can clarify information as needed.)

PUBLIC RELATIONS POINTERS

WHAT IS PUBLIC RELATIONS?

PR is a critical part of any Lions activity. No Lions Club can hope to be a success in its community service activities unless the community understands what a Lions Club is, what it does and why.

Public relations materials must have legitimate news value. Editors and news directors are never obligates submitted to them. The QUALITY of the story submitted WILL have a bearing on its acceptance.

MEDIA RELATIONSHIPS

Don't overlook the value of meeting local editor and news directors; it is a tactic that almost always pays dividends. Having a media person in your Lions Club can have a positive effect, but don't expect such a Lion to violate his professional standards on behalf of the club, either.

NEWS RELEASES

News Releases are generally the way you tell the media what's new in your club. The most important element of the news story is the beginning, or lead. Not uncommonly, it will be a single sentence that summarizes the entire story.

The lead tells who, what, when and where. It also may answer how and why. It is the lead that captures the reader-viewer-listener's attention and entices him or her into the story.

Search for the standout information, use it as a lead beginning, and try to keep your lead as short as possible.

CLUB BULLETINS/NEWSLETTERS

Bulletins are used to keep Lions/Lioness members informed about important upcoming events. Newsletters also help maintain interest in ongoing programs and activities, and they build the pride and cohesiveness so important to a successful club.

It is important to report what will happen before what has already taken place. Don't ignore personal news, but don't give it space at the expense of more important club matters.

A bulletin need not be printed; numerous quick-copy firms are available to reproduce newsletters that look quite professional.

OTHER PR TOOLS

Besides the obvious media of newspapers, radio and television, consider other, less traditional PR tools. Be creative.

Don't overlook photographs. If you have access to a photographer with professional skills, make use of him or her. Otherwise, don't forget that newspapers have photo staffs who may be assigned to cover stories the paper deems worthy. And television, being a very visual medium, is often "hungry" for stories.
