

A HANDBOOK FOR PUBLIC INFORMATION OFFICERS

The Grand Chapter of the State
of NEW YORK
Royal Arch Masons

Public Information Officer

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The Grand Chapter of the State of New York Royal Arch Masons

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To: District Deputy Grand High Priests and
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From: The Grand High Priest of the State of New York Royal Arch Masons

March 3, 2007

My Companions:

In our journey through Capitular Masonry one of the greatest tools that we have is that of communication.

How we use this tool will determine the successes that we have with our programs.

This is especially true at the foundation level which is the District and Chapter level.

Our Public Information Officer (PIO), R. . E. . Raymond Roché has worked diligently to produce this "Handbook for Public Information Officers" for our use.

How you communicate with your Districts and Chapters and the general public is a prime requirement necessitating your leadership.

I call upon you to read and digest the information in this Handbook and use it to move forward the foundation of this Grand Chapter.

In Fervency and Zeal,

M. . E. . John S. Jones
Grand High Priest - 2007

I. INTRODUCTION

How many new Companions can we recruit at a Chapter meeting? How many new Masons can we recruit at a Lodge meeting? The answer to both these questions is “None”, they are already members. We do not have to convince them to join. We just need to convince them to stay. In order to do that, as well as recruit new members, we need to provide them with the information they need to make the same choice we did. We need to answer these important questions:

Who are we? What do we do? Why do we do it? Where do we do it? When are we doing it?

Public Information and Relations are an essential part of the business of every Lodge, Chapter, Mason, and Companion. It is only through **POSITIVE** public relations that members of our communities learn what Freemasonry is and what it has to offer to its members and the community at large. This Handbook is designed to provide a sought of roadmap with examples on why this work in important, how to do it, and what to do.

Good luck, and remember it is difficult to have candidates for your Chapter, if no one knows we exist.

II. WHAT CAN MEDIA ATTENTION / PUBLICITY DO FOR OUR CHAPTERS?

A. Publicity is designed to attract attention, create interest and gain support. The key to effective communications outreach is developing an organized approach. Like other functions your Chapter performs, good publicity depends on getting a clear sense of who your audience is, what your goals are—and what media attention can and cannot do.

B. Media Attention / Publicity Can:

1. Increase public awareness of your programs, members, and charities.
2. Increase involvement of members and potential members.
3. Create, change, build, or enhance the public image of our fraternity.
4. Win support form city, state, federal, foundation, or individual donors.
5. Help you to reach new or never before approached audiences.
6. Clarify misunderstandings about what Masons do and how we operate.
7. Mobilize opinion leaders in your community to become active supporters and advocates of our efforts.
8. Help knit together a vital network of organizations throughout the district, region and state, and help build public and private support for Freemasonry.

C. Media Attention / Publicity Can't:

1. Guarantee exclusively positive coverage.
2. Substitute for quality projects in your Chapter.
3. Compensate for poor ritual delivery.
4. Eliminate the need for strategic planning within your Chapter or within the District.

III. DEVELOPING A TARGETED / SIMPLE MEDIA / COMMUNICATIONS PLAN

A. Before you begin to contact the media or your members, draft a simple but thorough communications plan by following the guidelines below. This should be approximately one to two pages in length and should take into account your goals, messaging, audiences, tactics, existing resources, timing, evaluation, and budget. It's also important to think about whether or not your program, activity, event, or topic is newsworthy and if it will fit into the news cycle. All of these topics will be discussed in more detail in this section.

B. Determine Your Goals and Objectives: Who, What, and When. Why do you want to do media outreach?

1. Your goals may be specific, such as:
 - a. Making current and potential members aware of the events scheduled within the Chapter or District; or
 - b. Letting the public know about a specific upcoming event or activity.

2. Or, they may be quite broad, such as:
 - a. Increasing your base of members; or
 - b. Increasing public awareness and support for your Chapter.
3. You only need to define two or three goals for a simple campaign, and you can use the list of what publicity can do as a guide.

C. Defining Your Target Audience / Who Is Your Audience?

1. When planning media outreach at first the impulse is to focus on the story. Resist. Instead, begin by considering your audience.
2. The easy answer to the question “who are you trying to reach?” is “the public.” In fact, there is not one public, but many different groups of people who get their information from a variety of sources. Your first task as a publicist for your Chapter is to begin to identify those “publics,” find out where they get their information, and to set your goals for when you reach them. Talk to the group you’re targeting to find out what outlets they read, how the messages you’ve defined work for them, and what their priorities are.
3. Your “publics” may include:
 - a. Your current members
 - b. Potential officers
 - c. Opinion leaders in your community
 - d. Potential members
 - e. Public officials
 - f. Your colleagues in other local and statewide organizations
 - g. Your counterparts in other states
 - h. Local and regional business leaders
 - i. Journalists
 - j. Your neighbors
 - k. Ethnic communities

D. Shaping the Key Message

1. Regardless of your goal(s), your message(s) should always be simple and consistent. You may already have three or four key messages for your Chapter, or you may develop messages for individual campaigns. If you already have key messages you may want to review and select one or two of these to use on a new campaign.
2. Your key message should always be applicable to your Chapter or event’s primary mission and then should be appropriate for particular events that they are hosting or programs they are sponsoring.
3. Come up with your key messages and develop talking points that support these messages. Craft your messages so they can be used to reach all or most of your audiences selected above. If they are internal audiences, such as members, they should be proud of the message and know what it means. Ideally, they should be able to communicate your Chapter’s key message in one or two sentences or talking points.
4. Your message(s)—boiled down to a tagline—might represent a core value of your Chapter (“To boldly go where no Companion has gone before” or “Making good men better”) or be a call to action (“Choose to Lead”).
5. Remember that you, the Public Information Officer reading this guide and/or some of your members, may not be your target audience, nor may they “get” or understand your messages depending on your activity or project.
 - a. For example, if new members are your target audience, you’ll have to test your messages with people who represent that audience. This does not always mean running formal focus groups, as this can be an expensive undertaking. Consider testing messages on your group of friends or people who attend your gym or religious group, or ask one of your relatives to test your messages with people they know.

E. Designing and Outlining Your Tactics: What Will Best Fit Your Chapter?

1. Use this guide to pick and choose elements for your campaign that will help you develop a plan of action that is closely related to your goals, audience, and timeline as well as the financial, staff, and volunteer resources you have to fulfill your chosen tactics.
2. You'll see that many of the communications tactics discussed incorporate advocacy activities as these are more important than ever in effectively reaching and engendering support for your Chapter's activities and issues.
3. Pointers to Defining Tactics
 - a. **USE YOUR AUDIENCE LIST** - The first step is to refer to the key audiences you've already identified and determine the tactics you can use to best to reach them. Targeting your efforts toward these audiences will be more effective and efficient than throwing your message out there and hoping it hits the right ears. Consider where each audience group gets its information. For example, housewives often don't hear drive-time radio. Business people rarely catch daytime TV talk shows. Legislators and their staffs read both their hometown opinion pages and state or national dailies and weeklies. Local weeklies may have small circulations, but their clips often end up on legislators' desks.
 - b. **CONSIDER TIMING WHEN PLANNING YOUR RELEASE, EVENT, OR PROGRAM** - Timing your news delivery is key to your success. Think about the best/worst time to release information or a report—or do an event or activity. Consider the news cycle. Here are some examples:
 - 01) **LONG-TERM PLANNED EVENTS OR ACTIVITIES** - If you are planning an event or activity that you would like to invite press to attend and cover, consider scheduling when there won't likely be competing events. This is easier said than done. Remember that since your date will be set well in advance, even if media is interested in attending breaking news may change their plans. Keep this in mind in your planning so that you, your Chapter, and your members are not disappointed. Timing can also help strengthen news or a feature hook. Try to consider other happenings locally, statewide, or nationally when planning your date.
 - 02) **DAYS OF THE WEEK** - Your town or city may have better days when reporters and producers are likely to attend your event if there is no breaking news. In many big cities, the best times for media events are Tuesdays, Wednesdays, and Thursdays between 9 A.M. and noon. This gives you time to get your spokespeople onto early morning shows before your event and will give the evening news shows time to attend and then get back to the station to edit their news segments. Figuring out your news cycle can help you plan this.
4. **TACTICS** - Advocacy and media activities can be designed and planned to overlap or can be planned independently. There are three primary types of tactics for reaching out to target audiences:
 - a. outreach to your community through events
 - b. personal contact with volunteers, legislators and/or decision-makers
 - c. Approaching media directly to reach targeted audiences and/or the public
5. A few pointers as you think about selecting your tactics:
 - a. A public service announcement on a radio might reach your audience better than a direct mail piece.
 - b. If you decide to do outreach through television news, remember that you will need to have trained
 - c. Spokespeople ready to be interviewed on camera.
 - d. If you are promoting an event whose potential attendees will be high school students, then it would not make sense to buy an ad in a local paper where the average reader is considerably older.
 - e. If you are looking to reach the Hispanic families in your community, go to the Spanish speaking media outlets or community centers with your Hispanic spokespeople.

6. Outreach to Community

- a. This outreach can include events such as a town hall or fundraiser, a pep rally, or a workshop. It can include simple written correspondence, such as a postcard, or more detailed pleas for involvement, such as a volunteer or fundraising letter.
- b. Once you've determined your end product, you may want to distribute your materials in various forms and to different audiences. Some of these materials can be produced for a very small budget. This is especially true if you, your members and advocates reach out to the community for free services or printing. They want to help and may be chomping at the bit to do their part to encourage support.
- c. **GET IN TOUCH WITH COMMUNITY GROUPS** - These groups might include the local Parent-Teacher Association, a Rotary Club, religious organizations, or school boards. Speaking engagements, Temple tours, or exhibits can be an effective way of reaching key audiences who share particular interests or concerns. You can also create a one-time or ongoing partnership with a community group. For example, if your audience is children and/or teachers, you can try to arrange for one of your members to visit your local schools to talk about the benefits, programs, and activities of your Chapter. This will give you access to teachers, students, and, by extension, their parents. It will also put a face on their organization—and a personal connection.
- d. **PERSONAL CONTACT** - To reach opinion leaders, elected officials, and their staff, personal, one-on-one contact is always more effective than a letter or a brochure; however you may decide to send a letter as your first introduction. Once you become familiar with their offices, you may find that phone calls are appropriate and more effective than e-mail. Keep track of their preferences. After you've made that first contact, you may try to follow up with a phone call or visit. When you DO speak or meet, let your elected official know how many of his or her constituents support and are members of your Chapter. In any case, when you do write or speak to your legislator, do so from the heart. Avoid clichés and try to be brief.

7. Creating Materials

- a. Whatever your strategy and timing, you will need to consider creating new or revising existing materials to send to interested groups and/or media. Different types of written materials are covered in depth in the Written Word section, but two rules of thumb are:
 - 01) **USE THE FACTS** - If you are waging an awareness campaign, prepare a brief but informational “fact sheet” that supports your position. Statistics may be especially helpful. Perhaps pointing out that becoming a member would just cost the average person the equivalent of a Happy Meal or two movie tickets a year. These facts will persuade the potential members more than the mantra “your Chapter is important” or “Join our Chapter.” And, the fact sheet will dispel myths or inaccuracies that your opposition may spread. Feel free to distribute fact sheets to each of your supporters. They can become informal spokespersons for your organization and help you spread your good messages.
 - 02) **CONSIDER “IMAGE.”** - It is important that any materials you create are specific to your organization and consistent with the character of both your organization and your community. For example, if your Chapter has a limited budget, don't try to impress your prospects with a glossy, four-color brochure. Or, if a significant portion of your community speaks another language, try to provide a translated version of your materials.

F. How Much Time Do You Have? How to Devise an Internal Planning Calendar

1. Regardless of how much time you have to deliver your message, to accomplish your stated goals, consider developing a calendar to help you stay organized. To begin, start with the event or release date and work backwards, figuring out how much time you need to give yourself for each task.
2. In this section, the focus is on approaching the media. You will also need to develop an internal calendar for the event itself. Some of the items that may be included are broadcast and print outlet deadlines, as they work on various deadlines and timelines.
3. For example, monthly magazines have a longer lead time than daily papers and broadcast outlets. Your timeline several months out might begin by specifying what needs to be accomplished in a particular week, but as it gets closer to your event or activity, the timing might be down to the hour.

4. Try to be specific in listing tasks to be completed to help staff plan their time so that you have enough time to make phone calls and write releases or other items.
5. Also, remember that the actual event or release isn't the last thing on your calendar! Follow up during the days and week after the event, to gather news clips and thank reporters.
6. Sample Planning Calendar for a Press Briefing. This is a sample calendar to be adapted for your use based on your media outlets and deadlines.
 - a. Several months before an event find general information:
 - 01) Check with as many outlets as possible to find out their deadlines for listings, public service announcements, articles if you're trying to get word into a special edition, etc.
 - 02) Assess goals and audience.
 - 03) Brainstorm media strategy for event.
 - 04) Write and revise plan.
 - 05) Contact event site to reserve date. (Should be done earlier, if possible or if not on-site.)
 - 06) Begin to contact participants and speakers
 - b. Five weeks before event:
 - 01) Receive commitment from speakers.
 - 02) Draft Media Advisory.
 - c. Four weeks before event:
 - 01) Write/mail calendar listing to papers and PSA to radio/TV.
 - 02) Begin to shape speaker remarks.
 - 03) Plan and produce press kit components.
 - d. Three weeks before event:
 - 01) Finalize speaker's remarks internally.
 - 02) Edit press kit components.
 - e. Two weeks before event:
 - 01) Update media list with recent changes.
 - 02) Begin to distribute remarks to speakers for editing.
 - 03) Write/mail release #1 to weeklies (announce the event).
 - 04) Begin to contact talk-show producers to set up interviews.
 - 05) Send advisories out.
 - f. One week before event:
 - 01) Remember, weekly papers are published on an earlier deadline than dailies. You may need to do outreach to them this week.
 - 02) Write/mail release #2 to weeklies (announce speakers).
 - 03) Send release #1 to dailies and electronics.
 - 04) Media follow-up calls.
 - 05) Call speakers to confirm appearance and finalize remarks.
 - 06) Finalize press kit components.
 - g. Week of event: Weekly papers published.
 - 01) Phone conference reminders.
 - 02) Set-up feature stories and interviews.
 - 03) Coordinate coverage.

- 04) Distribute release #2 to dailies.
- 05) Copy, collate, and assemble press kit.

h. Day before event; Call to remind assignment editors.

i. Day and week after event:

- 01) Monitor news coverage...
- 02) Write/mail follow-up release.
- 03) Thank you notes and calls for good stories.
- 04) Send letters-to-editors to correct errors and expand coverage.
- 05) Debrief.

G. Evaluating the Effectiveness Your Campaign

1. Remember to incorporate periodic evaluation into your planning from the very start. This can be done monthly, quarterly, prior to meetings, or on your chosen schedule. Set this into your planning calendar. Evaluation can be focused on the number of placements you got or can be broader to encompass your overarching goals.
2. Key indicators might be:
 - a. Has attendance improved?
 - b. Did you receive editorial support?
 - c. Does the organization enjoy greater prestige?
 - d. Did you get requests after items appeared in the media?
 - e. What type of comments did you receive or hear?
 - f. Did you build your network?

IV. MOVING FORWARD WITH YOUR PLAN

A. The Results: Envisioning Your Media Hits

1. In order for you to finalize your strategy and implement your plan, you'll need to envision the media results you would like to see. There are different types of media and types of stories through which to reach your audience. The importance of following up after you have made an initial contact cannot be overstated. You may have to contact a journalist/editor/producer several times and remind him or her why you are calling each time. If you depend on your media contact to call or e-mail you back, you will have limited success.
2. Don't be afraid to be persistent, but respect his or her wishes if the person you contact insists that he or she "doesn't cover that" or is "not the person to contact." In that case, feel free to ask him or her for a recommendation for who you might contact.
3. Outreach via the media will be easier if you become familiar with your local newspapers (dailies, weeklies, monthlies, etc.) and radio and television stations. When you read the paper, take note of the names of reporters who cover issues that might involve your library.

B. Print

1. NEWS - A report on something timely that just happened or will happen soon. This would include a special presentation or visit or the receipt of large donation or award. Announcing an upcoming event is not as likely to be covered as a news story.
2. FEATURE STORIES - Press tends to feature a particular person (an outstanding Companion, for example) or issue (Child Safety) and is not necessarily driven by something that is timely. Feature stories are sometimes called "evergreen" because they can sit unpublished in the hopper for many moons.
3. LISTINGS - You might ask a paper to list an upcoming event or help you get the word out if meetings change.

4. EDITORIALS - These are opinion pieces written by one or more members of your newspaper's editorial board, and reflect the opinion of the publication. The editorial board is not related to the reporters of news.
5. ADS - These are paid advertisements that you pay the newspaper to print. Some newspapers require camera-ready graphics. Others will do the layout for you.
6. PUBLIC SERVICE ANNOUNCEMENTS (PSAs) - Public service announcements are free ads made available to non-profits as a community service. The announcements are submitted by you and published by a newspaper free of charge. Community newspapers are ideal targets for print PSAs. So are radio stations (see below.) PSAs are intended to provide information, and are not appropriate for "calls to action."
7. LETTERS TO THE EDITOR - These are short, time-sensitive letters anyone (although not anonymously) can write that the paper prints (sometimes edited) at its discretion. They may be a comment from your District Deputy, your High Priest, a Companion, or a supporter in reaction to an article in the paper or even another issue in your community. Your newspaper will have specific guidelines for submitting one. If you or another member of your Chapter submits one, be sure to identify your affiliation with the Chapter.
8. OP-EDS - Op-eds (standing for opposite the editorial page) provide a place in papers (and some magazines) for readers to express their views. To submit an op-ed, it is generally wise to call the editor of the op-ed or editorial page and explain your idea briefly as well as your affiliation with the Fraternity. Most op-eds are about 750 words, but you may want to ask about length as well. When submitting your op-ed, include a proposed headline. Don't be surprised if the headline changes or the editor makes minor edits to your piece.
9. PHOTO-OPS - A photo-op (or photo opportunity) is any situation that would yield a good photo in the newspaper; for example, a special guest. If you identify a photo-op, call the photo desk at your newspaper. Be sure the name of your Chapter is in the photo (even a homemade banner gets your message across) in case the photo caption writer eliminates it.
10. NEWSLETTERS - Many Masonic Districts have publications they produce, such as newsletters for their members. Don't forget to use these valuable publications to help spread the word about York Rite.

C. TV/Cable

1. NEWS - Your local network news may be interested in covering an event at your Chapter - but only if there is a visual element; for example, the rededication of your Temple, or your members participating in a Community Program. If your Chapter is celebrating a major anniversary, let your local media know. However, this alone may not be compelling enough. You will need something visual—a banner, an interview from your oldest member who was there fifty years ago. With an added attraction, you probably will get the attention you want.
2. FEATURE SPOTS - Watch your local news to find out about their daily or weekly features. Perhaps once a week, they feature a "neighbor" or a person who is "making a difference in the community." Consider contacting the producer of that segment and ask them to feature one of your members, a dedicated volunteer, or an intriguing person. Features also can include the darker side of Masonry news. For example, the decrease in membership and what your Chapter is doing to increase membership and increase awareness of the benefits of joining our Brotherhood. A local anchor and his or her camera person may be interested in shooting footage and interviewing you about the problem. In most cases, you would not pitch this story to producers. They may come to you. Before cameras arrive, you need to figure out your message and what your spokesperson can say on camera to assure the community that the problem will be fixed.
3. PUBLIC SERVICE ANNOUNCEMENTS (PSAs) - Most TV stations have community calendars and/or public service announcements they offer to nonprofits free of charge. Unlike paid ads, these service announcements are not guaranteed to run. However, they are free ways to reach larger audiences when you don't have an advertising budget.
4. CABLE NEWS - Cable news stations are becoming less and less localized. However, your local channel may still have a venue that would be useful to you. Look at the program line-up—there might be a show such as "Meet the Leaders" or the like where the High Priest or District Deputy could appear to deliver your message.

5. COMMUNITY CALENDARS - Both local network news and local cable channels often offer community calendars. This is sometimes a portion of their news segment, but they often have Web sites that list community events, too. Follow the directions they give when listing your community event on the calendar. Be sure to take note of deadlines, formats, and criteria.

D. Radio

1. NEWS - Know and listen to all your local stations. Radio news is becoming less and less local, but it may still be possible for you to get coverage about a local news story. Keep in mind the newscaster will usually have to tell your story in ten to fifteen seconds (around thirty to forty words) unless it's a feature.
2. PUBLIC SERVICE ANNOUNCEMENTS (PSAs) - Most radio stations offer public service announcements to nonprofits free of charge. The announcements are generally thirty seconds in length (about seventy-five words) but may be shorter. These service announcements are not guaranteed to run; and when they do run, it is generally not during peak listening time. However, they are free ways to reach larger audiences when you don't have an advertising budget. Remember to submit PSAs to radios in ALL CAPS and double-spaced.
3. TALK RADIO - There are local, regional, and national radio shows. These programs usually discuss issues, not events. Perhaps your Chapter was active in Community project. You or one of your members might ask to be a guest on a show to discuss this. Tailor your pitch to the particular venue. If the station's audience is just in your area, be specific about the effects or potential effects in your area alone.
4. COMMUNITY CALENDARS - Your radio station may announce community events. Find out by calling the station. If they do, find out how often they make the announcements (many stations only do it once a week), the deadline, and in what format they prefer to receive the information. They may also accept PSAs as outlined above.
5. COMMENTARY - You can turn a print op-ed into a radio commentary by shortening it and then submitting into a station that accepts them, like your local NPR or Marketplace. Make sure to read it out loud to make sure it's suitable for a listening audience.

E. Developing a Media List

1. Lists are the backbone of your media work. Whether you're mailing a news release or calling a reporter with a fast-breaking story, you'll need an up-to-date media list. A good PIO should be familiar with computers. Common databases such as Microsoft Access or Excel are good for lists. Make sure that the program can print out both labels and call lists with the information you desire. Always print labels well in advance of a mailing to ensure it goes smoothly.
2. When creating and updating your Media List remember that journalists change jobs often. Update your list of names before you fax, conduct a mailing, or begin to make phone calls. This will ensure that as TV shows and entire publications come and go you will have the correct information. Update your media list every three to four months. This takes a simple phone call to the print or broadcast outlet. This should be done well in advance of a planned distribution, when you're much less likely to get the e-mail address, zip code, or name wrong. Be sure your lists include the correct job title and the spelling of a journalist's name. Sending a news release to CITY EDITOR is like sending a piece of personal mail to OCCUPANT. It is likely to end up in the trash.
3. Most publicists organize their lists by print, radio, TV, and the Internet; then alphabetically, by outlet, broadcast show, or print section; and then by journalist. In addition to the regular contact information— address, phone, fax number, e-mail address, beat, and deadline—you may want to include comments about your last interaction with the journalist or recent stories they wrote (for example, "Wrote about our Awards ceremony.>").
4. Make sure you have the correct names of daytime, evening, and weekend staff at both print and broadcast outlets if they differ—and off-hours phone numbers, if you can get them. Keep a short media "Key Contacts" list right by your phone with the names, phone numbers, addresses, and fax numbers of the key reporters, news directors of your local TV and radio stations, sympathetic columnists, and others you'd want to contact for a breaking story.
5. As part of this Handbook, we have provided a start for your Media List. Use this as a jumping off point for developing your own list.

F. Media Events and Tactics: How the Media Takes Notice.

Be sure to note who at in your Chapter is responsible for taking each step along the way and for monitoring progress. Provide your staff or volunteers with tools to meet their goals, such as telephones and a list of supporters with directions on how to keep track of responses. Have a substitute in place in case someone becomes unavailable.

Following are several types of events/campaigns that can be planned for visibility purposes:

1. GUEST SPEAKER OR SPECIAL CEREMONY - If your Chapter is hosting a guest speaker or an evening event and your mission is to get the word out, determine what media you will use, that medium's deadlines, and fashion your timeline accordingly (see below for specific media types).
2. News Conferences
 - a. First, ask yourself if the topic is worth a news conference or is a press release sufficient?
 - 01) Is your topic newsworthy, or is it merely noteworthy? Newsworthy information can carry an entire dinner conversation; noteworthy information can only carry on for a minute or two.
 - 02) Do you have video component for TV, graphics/charts, or a personality, if possible?
 - 03) What will you gain from a question-and-answer format?
 - 04) Could an event (for example, TV crews on a tour of the building convey your story better?
 - b. If you decide to go ahead, here are some tips:
 - 01) CHOOSE A CONVENIENT TIME : Try to avoid conflicts with other big events by:
 - Looking at schedules in your local paper.
 - Cruising online for upcoming events.
 - Asking friends in media re: conflicts.
 - Praying.
 - 02) Best times
 - 10 A.M.–noon for print P.M. deadlines.
 - 10 A.M.–3:30 P.M. for electronics.
 - Weekends are often good since “news hole” exists with less competition—but fewer crews and journalists are available.
 - 03) CHOOSE AN ACCESSIBLE LOCATION. Your site should be:
 - familiar to media;
 - connected to your topic—such as in the library online room for a technology event—for visuals; and
 - Easy to get cameras into and, when possible, wheelchair accessible.
 - If the location isn't yours, make sure you get any needed permission in writing beforehand.
 - c. CONTACTING THE MEDIA
 - 01) Initial notice/advisory
 - Draft “Notice of a News Conference” in outline form including Who/What/When/Where/Why—list contact person and that interviews are available.
 - Send/fax and e-mail to major news directors, assignment editors, wire services, etc., one week to three days in advance of news conference.
 - Send also to individuals who have covered the topic or related news conferences.
 - 02) Reminder
 - Calls to news directors and friendly reporters early that morning.

- If you're in the state capital or major city, go around the state House or city hall press room and talk to journalists and deliver your material.
- Offer to do phone interviews or voice feeds for those who can't attend.

d. PLANNING THE ACTUAL NEWS CONFERENCE

01) Materials

- Plan to have appropriate background materials, such as flyers, fact sheets, and brochures for attendees to take with them.
- Draft a press release to go in the press packet summarizing news with key quotes and contact name.
- Plan to use a colorful banner or poster behind the podium that says your library name and possibly has a logo or message pertaining to the subject of the press conference.

02) Program

- Plan on few speakers—no more than four or five. Keep it short (Total time should be NO LONGER THAN fifteen minutes) and to one point.
- Brief all speakers beforehand (initially by phone and, if possible, in a group prior to the press conference). Talk to them about time, focus, and likely questions.
- Choose someone to do introductions, direct questions, and end news conference.

03) Room set-up. Work with site hosting the event to ensure you have the necessary room set-up items. These may include:

- Sign-in table outside or immediately inside the room.
- Table to place background materials.
- Easels for posters or charts.
- Place to hang library banner.
- Podium or table with podium for speakers.
- Proper or desired type of microphones, one for speaker and others for Q&A. Some may prefer lavalier microphones that clip onto clothing.
- Mult-box: this is an audio unit that radio and television stations can hook their audio plugs into so that the sound comes directly from the podium microphone. In cases of breaking stories—where you want to see a lot of microphones at the podium—it's best not to ask for mults, just have media tape their microphones to the podium mike.

e. THE EVENT

- 01) Distribute the press kit with the release.
- 02) Prepare (or plant) several questions in the audience. Ask friends or friendly press who are sitting in the audience to open up the Q&A with one as soon as the news conference is complete.
- 03) Have back-up documentation, photos, and statistics available to help in answering questions.
- 04) Take attendance at a sign-in table. Note who asked sympathetic questions during the news conference.
- 05) Write down unanswered or poorly answered questions.

f. Follow-up

- 01) When the news conference ends, call people who said they would attend and did not to set up phone or in-person interviews or another way for them to get the story.
- 02) Fax, e-mail, or get releases to key outlets that didn't attend and may be interested.
- 03) Get back to anyone who asked an unanswered question at the news conference.
- 04) Fax releases to weeklies or others who normally don't send people to cover events.
- 05) Monitor press coverage—possibly use clipping service and distribute best clips online to an electronic discussion list, etc.
- 06) Thank those who covered well—supportive criticism also is appropriate.
- 07) Incorporate any new names, addresses, phone, or fax numbers into press list.

08) Review entire event to determine what went right and wrong. Learn from experience!

3. Board Meetings

Board meetings are another option for media outreach. Board meetings are ideal for situations where you either believe the newspaper could editorialize on an issue you're facing (like budget cuts) or when you believe the board will write in your favor. If you're facing a local newspaper that has been historically against your causes, this may not be the best tactic.

4. One-on-One Media Tours or Visits

Nothing beats face-to-face contact. It's easier to convey any message in person than it is over the phone, or by just e-mail. But these meetings are often the hardest to get. As media professionals' jobs become even more demanding, they have less time to spend in face-to-face interviews. However, when working with journalists, especially journalists who you expect will cover multiple stories about you or your organization, in-person meetings are invaluable. Try to set them three to four weeks in advance, then confirm the day before.

5. Phone Pitch

- a. Calling the media on the phone is one of the most important aspects of media outreach, but many times is the first thing that drops off your list when you're busy. Think about carving out a set amount of time each day all year round to contact and develop relationships with media who will be able to deliver when you need to get some visibility for your programs and services.
- b. **CREATE AND PRACTICE THE PITCH** - In order to ensure as much success as possible for your media event, you are encouraged to create a phone pitch to keep in front of you while talking to media on the phone. Think about the event you are trying to get coverage for and create a short description of the most important points you want to convey to a journalist or reporter on the other line. If you are nervous or haven't done much pitching before, take some time out and practice your phone pitch with a co-worker or friend. The more you say it out loud, the more comfortable you will feel when it is time to speak with the media.
- c. **CONSIDER DIFFERENT ANGLES** - Make sure you have different angles to offer the reporter you are pitching your event to. To be safe, practice two or three different ideas that you can pitch over the phone.
- d. **PITCH THE RIGHT PERSON** - Most importantly, you want to make sure that you are talking to the appropriate person. If you want a photographer to attend your event, make sure you are calling someone from the photo desk, not the technology desk. If you get in touch with someone who doesn't cover that beat any longer, ask if they know of anyone else in the department that you could speak with about your event.
- e. **ALWAYS START OFF THE CONVERSATION BY ASKING IF THIS IS A GOOD TIME TO TALK** - Proceed with your pitch. Have a media advisory ready to go. Often the person you are speaking with will ask you to e-mail or fax the information to them. It's ok if you don't have all the answers to the questions the person on the other line may ask you. Make sure to write down the questions they ask and get a phone number and a good time for you to convey the right information, or get an e-mail address.
- f. **KEEP A PHONE LOG OF ALL YOUR CALLS** - Mark down what day you called and whether or not you left a message, sent information, or **PROMISED** to send information. This will come in handy when you are making your second or third round of calls.

6. Photo Ops

- a. Photo ops provide you with an opportunity to get attention for your activities when there isn't a big news story involved. Photo ops work best when they're appealing for a quirky or sentimental reason. Photo ops of kids are often effective. Also, consider the unusual. A local school had a contest to raise money, and if the students were able to raise a certain amount, the principal promised he would kiss a pig. Of course they did raise enough money, and the photo of the principal and the pig made all the papers.
- b. When planning a photo-op, make sure that you include a **VISUALS** section in your media advisory to describe exactly what will be available for media to cover. Include directions to the site and a staffed phone numbers.

- c. Make sure your media list contains appropriate photo people to contact who can cover your event or arrange for coverage.
- d. Start your calls a few days before the day of the event. Most people will want the information sent to them the day before. You might have to make calls the morning of the event as well to confirm that the photographer knows exactly where he or she needs to go.
- e. Plan your photo-op with photos in mind. Have a sign very visibly displayed. Clean up the clutter around the photo area unless it's part of the concept. Ask participants to dress colorfully in case of color photos.

7. Paid Advertising or Sponsorship

- a. Did you know that paid advertising may be a very inexpensive way to get the word out about a specific program - especially to ensure that your message gets out? If you haven't yet explored it, spend some time calling to get not-for-profit ad rates and build it into your budget when appropriate for a limited amount of time.
- b. Did you ever consider bringing on media sponsors for events and activities? If not, call and establish a relationship with radio and television stations and perhaps they will sponsor an event. If they do, other stations may not cover the event, but you may just get the visibility and support you need. If you do find dedicated sponsors, their commitment may grow and they will become more involved over time. They may offer to have their news anchors or station celebrities host or emcee events, and you may get great coverage on at least the sponsoring station, rather than a media bust.

G. The Written Word: What You'll Need for the Media

1. An important step in getting your message to the media is the ability to communicate it succinctly and effectively. A well-written media advisory and news release can inform and also generate interest and excitement in your event, campaign, or happening.
2. What Is a Media Advisory?
 - a. A media advisory alerts the media, in a concise manner, to upcoming events and developments pertinent to your library and community. Think of it like an invitation and answer only the important questions: Who, What, When, Where, and Why. We have provided a sample in the Appendix.
 - b. What are the Key elements of a media advisory?
 - 01) It should be brief and to the point.
 - 02) It should contain a headline detailing the most important information.
 - 03) It should include the five Ws mentioned above.
 - 04) It should include contact information for reporters to get more information for their pieces and the contact information you would like to be published if this is for a listing.
 - 05) It should include a boilerplate, which is basically a brief description of your organizations, located at the end of the advisory. If there is little room left for this, you can shrink the type size for this paragraph.
 - c. What is the format of a media advisory?
 - 01) At the top left side of the page write MEDIA ADVISORY.
 - 02) Underneath include the date of your event; for example, "For Sept. 19, 2004."
 - 03) At the top right side of the page include your contact information.
 - 04) At the bottom of the page type # # # indicating the end of the advisory.
 - 05) Be sure to print out the advisory on your Chapter's letterhead.
3. What Is a News Release?
 - a. A news release has a different purpose from a media advisory. It should read like an article, with quotes and facts, to stimulate possible pick-up by small papers and to generate print and broadcast reports at larger outlets. Whereas a media advisory offers basic information, a news release creates an image and story that

journalists can use alone or use as background when writing a story. We have provided a sample in the Appendix.

b. Key Elements of a News Release

- 01) Your release should be written like an actual news story, in the inverted pyramid style of news writing—with a headline and the most important information at the top.
- 02) Your release should include quotes from spokespeople.

c. The Format of a News Release

- 01) At the top left side of the page write NEWS.
- 02) Underneath write FOR IMMEDIATE RELEASE and under that the date.
- 03) At the top right side of the page include your contact information.
- 04) Type # # # indicating the end of your release (located at the bottom of the page).
- 05) Be sure to print out the release on your library's letterhead.

4. Pitch Letter - Pitch letters are short introductions to a story that you would like a journalist to cover. They're teasers. You should use them to pique a journalists' interest. Pitch letters should explain why you want them to cover this story, why they need to read this press release, or why they really need to interview you about this topic. Unlike press releases or media advisories, there are no hard-and-fast rules for pitch letters. Many are rather formal letters, others are as tongue-in-cheek lists, such as "Top 10 Reasons You Should . . ." Pitch letters must be short—absolutely no more than a page—and it's best to keep in mind that their intent is not to give the full picture, but an interesting glimpse.
5. PSA - Submit public service announcements (PSA) double spaced. Most PSAs are fifteen or thirty seconds, roughly between forty and seventy-five words. Each digit in a phone number, which for broadcasts is best repeated twice, counts as a word. Since FCC rules have changed, stations are no longer required to run a certain number of PSAs to keep their licenses, nor must they keep logs. They frequently run PSAs at odd hours. Deadlines are often two weeks ahead of the airdates.

H. The Spoken Word—Interviewing

1. People often panic when reporters call. There's no reason for most people to fear a journalist's questions. In fact, it's often a great opportunity - if you practice and know how to take advantage of it.
2. Who Are Your Spokespeople?

When media opportunities or interviews arise, or when planning media outreach, you need to consider who your best spokespeople will be. Generally, your High Priest of District Deputy is the key spokesperson. However, depending on the size of your Chapter or District and the amount of media attention you receive, you may need to identify additional individuals to speak on your behalf. Spokespeople need to have media training, follow tips for talking to reporters, and be well prepared in advance of any interviews. If you go to people outside of your staff, it is always a good idea to be in close touch with them about their contribution well before you need them. Practice sound bites on or off camera – this can help you professionalize and personalize your messaging. It's also a good idea to work with your spokespeople every year or two to update and freshen up their messages and talking points.

3. How You Can Help Train Spokespeople

The goal of media coaching is simple: to help people channel their passion, personality, and commitment to an issue, whether they're appearing on TV, speaking to a group of legislators, or talking to a reporter over lunch. The most effective and engaging spokespeople are those who are prepared, focused, genuinely enthusiastic, and comfortable with themselves.

4. Key Points

- a. **HONE YOUR MESSAGE AND DEVELOP SOUND BITES:** This is critical! For a successful interview, use the messages developed for your campaign. Refine them by defining key points and finding the most effective phrases, facts, and examples for illustrating those points. Think about your target audience and how to best reach them.
 - b. To develop sample sound bites, brainstorm sound bites with friends, family, and colleagues. Choose vivid images. Paint pictures with words. Try them out on friends.
 - c. **DO DRY RUNS** - On the way home from work, at meetings, or at someone else's desk at lunchtime, rehearse your remarks before interviews. Your colleagues are even more likely than reporters to know the tough questions that might be thrown at you. That will give you the chance to prepare a reply, try it out, time it (for live broadcasts especially), and revise. Tape yourself on audio or video. Play it back, so you can hear yourself as others do. Then refine your presentation.
 - d. **IDENTIFY YOUR COMMUNICATIONS PROBLEMS FOR EACH TYPE OF OUTLET** (TV, radio, print), and use the training to work on one specific type of outlet. Most problems are nonverbal. They may include: adopting a wooden body posture; presenting material too technically; averting, darting, or poorly using eyes; ineffective use of hands; lack of facial expression or one that communicates fear, hostility, arrogance, or defensiveness; low energy; humorlessness; and use of boring language. Attempt to identify them and then work on ways to improve.
 - e. **IMPROVE PERSONAL STYLE:** Everyone has a personal style. What is yours? How is your physical appearance? Your rate of speech, pitch, and tone of voice? Your levels of animation, use of gestures, eye contact, comfort level? Bring your full personality and most expressive physical self to every interview in person or by telephone.
 - f. **DEALING WITH DIFFICULT INTERVIEWS:** Hostile interviewers or interview questions often throw the most experienced public speakers off guard. It's important to redirect a question if you need to, but be sure to respond in a way that is positive, contributes to the dialogue, and doesn't make you look evasive or defensive. If a reporter uses negative, incorrect, or inflammatory words in a question, don't legitimize them by repeating the misconception in your answer. The hotter the interviewer gets, the cooler you need to be. Stay friendly, calm, and direct in a response to a nasty questioner or loaded question.
5. How to Direct an Interview

Staying in control of an interview can help you get your message out - and save you from future headaches. Skilled spokespeople can take any question thrown at them, answer it, and bring it back to their original message - all within a few sentences. Below are some tips for directing interviews.

- a. **ASK QUESTIONS BEFORE ACCEPTING TO DO AN INTERVIEW** - Be sure you know the angle the journalist is coming from and who else is being interviewed.
- b. **TAKE TIME TO PREPARE** - Even the most skilled media spokespeople will take a few minutes to prepare. If the reporter is on deadline, ask to call him or her back in five minutes. That should be enough time to give you a chance to focus on your key messages.
- c. **NEVER ANSWER QUESTIONS YOU DON'T UNDERSTAND** - If they ask you a question that's vague or needs clarification, ask. Interviews aren't one-way streets.
- d. **BE SURE YOU UNDERSTAND THE QUESTION** - Don't ever answer a question you don't thoroughly understand. Even if you're live, on air, ask a reporter to repeat the question or rephrase it. Restate it yourself, buying time to compose an answer, but be especially sure you understand just what you're being asked. You may even clear up the reporter's confusion or misstatement.
- e. **THINK BEFORE YOU ANSWER** - You can always buy yourself time by saying, "That's a good question." You can also pause before you begin your answer to get your thoughts in order.
- f. **AVOID ONE-WORD ANSWERS** - "Yes" and "No" won't help you get your point across. Take the opportunity to expand, or bring the conversation back to your main message.

- g. **FLAG IMPORTANT STATEMENTS** - By saying “The most important thing here is . . .” or “The real issue here is . . .” you not only get the reporter’s attention, you get the audience’s attention too. These are also good transitional phrases when you want to redirect the interviewer’s question to your key message.
- h. **DON’T REPEAT THE REPORTER’S BAD PHRASING** - For example, if a reporter says, “but isn’t it true that Masonry is no longer necessary because our busy lives,” don’t respond using that bad opinion by saying, “no, it isn’t true that Masonry is no longer necessary.” Instead, turn it around to something positive: “Masonry is more important now than it has ever been” and so forth.
- i. **BEWARE OF LEADING QUESTIONS** - Some reporters try to influence interviews by saying “Would you say” or “isn’t it true.” Avoid following into the trap of agreeing with them. If you don’t agree, or if it’s not true, but sure to say, “No. Actually, the truth is . . .”
- j. **STAY “ON MESSAGE.”** - If an interview starts on the wrong topic, be sure to bring it back to what you’re really there to discuss. You can do that by “bridging,” such as, “well, that’s an interesting question, but what we really need to address is . . .”
- k. **HOOK YOUR INTERVIEWER** - By saying “There are three important points here . . .” the interviewer (and the audience) is automatically waiting for those three points. It grabs the interviewer’s attention, and they can’t cut you off before you finish the three points without annoying their audience.
- l. **BRIDGING** - This is a technique that lets you “build a bridge” from a reporter’s agenda to your own. For example: “That’s an important question, Fred, but what’s critical for people to know about Masonry is . . .” These and several other techniques can help you keep control of the interview, make sure you get your points across, and speak directly to the television audience. Your conversation must always be geared to the viewer - not the reporter.

B. How to Succeed on Radio - Hints:

1. **LISTEN TO THE SHOW TO LEARN HOW IT WORKS** - Before you call to get on a radio talk show, listen to it so you know the format, the length of segments, and host’s style.
2. **CALL AT LEAST TWO WEEKS AHEAD TO BOOK A GUEST** - Prepare a brief bio on your spokesperson, a background on your Chapter or program, and a one-page letter on what you have to say. Once you arrange an interview, send a written confirmation to the producer and the guest with a phone number for each to reach the other. Also make sure the guest and producer know who is to call who if the interview will take place by telephone.
3. **AVOID OFF-THE-WALL HOSTS** - With plenty of shows to choose from in most markets, there’s no need to get insulted on the air. Pick a show that will give you a chance to deliver your message.
4. **TALK SLOWLY** - Vary your voice quality. Sound like you’re dying to share some juicy gossip. Don’t use too many numbers. Avoid jargon.
5. **PAINT VERBAL PICTURES** - Since body language can’t connect you to your audience, try to paint pictures with words.
6. **PRACTICE IN PRIVATE** - Either with a friend, co-worker or on tape, practice answering questions and handling hostile callers.
7. **REMEMBER TO MENTION YOUR CHAPTER NAME AT LEAST TWICE** - Since people tune in and out; just because you were introduced with an ID doesn’t mean most listeners heard it. Bring a cassette and ask the engineer to pop it in so you can leave with a recording.
8. **LEARN TO ANSWER ODD QUESTIONS WITH THE POINTS YOU WANT TO MAKE** - It’s ok to say something like “That’s an interesting question, Fred, but what I really hope you’ll understand about Masonry is. . . .”

9. ORGANIZE A CAMPAIGN if you're having trouble getting on the air of a talk radio show. Write and call. Try to arrange to visit the producer or station manager. Send a demo audio cassette. If all else fails, call in while the show is on the air!
10. ORGANIZE SOME CALLERS if you get on the air for a show with call-ins. See that some Companions call, ask good questions, and show support.

C. How to Succeed on TV - Hints:

1. DEVELOP THREE KEY POINTS IN ADVANCE - Television is a medium that requires you to be informal, relaxed, and conversational - but to get your message across forcefully in a very brief time. For most interviews, it's important to develop three key points and make those points quickly and effectively. Find the descriptive words, visual images, and concrete examples that best make those points.
2. PAINT PICTURES WITH YOUR WORDS - Especially for TV, but in all interviews, colorful phrases that call up visual images make interesting quotes. Keep a notebook of such images by your phone, along with key facts and good sound bites.
3. DRESS THE PART - If you're like most people, you've probably seen someone being interviewed on TV only to find yourself thinking, "What are they wearing?" The chances are that you can't even remember what that person was talking about. With a visual news medium like TV, there are a few ways you can make sure you're being seen and heard.

a. Dos:

- 01) Business clothes/suits. Jackets and ties for men.
- 02) Remember: A microphone may need to be clipped onto a shirt from underneath, so imagine how that may work when selecting your clothing.
- 03) Vibrant colors like blue, teal, rose, red, and burgundy.
- 04) Makeup: for women, make your makeup a little heavier than normal, but in your usual shades. For men, be prepared to wear a translucent powder and possibly foundation, especially in a studio setting. Going without makeup for men can result in looking sweaty or shiny.

b. Don'ts:

- 01) Women should avoid low-cut or sleeveless blouses and short skirts.
- 02) Men should avoid t-shirts and open shirts.
- 03) Plaid and large or busy prints.
- 04) Dangling jewelry.
- 05) Very dark or very light colors.
- 06) Hairstyles that may hang in your face or be distracting.

4. Tips for Getting Your Name in a Reporter's Rolodex

- a. BE ACCESSIBLE - We all have meetings and other commitments. If you want to become a regular source for journalists, you MUST be accessible. Train the person who answers your phone to keep a separate log of reporters who call - with names, news outlets, direct phone, fax numbers, e-mail addresses, and deadlines. If you are in a meeting, that should be communicated along with "but I know he'd be eager to talk with you. Can I interrupt him - or can he call back by 3 P.M.? When do you need to hear from him? Can you tell me what you need to know so I can find someone else to help you right now?" Try to rearrange things if you can to avoid saying no the first several times radio or TV producers call to get onto their rolodexes.
- b. BE SUCCINCT - Don't ramble. Even print reporters have space constraints. And they can easily take your rambling comments out of context. If words don't roll off your tongue, keep a sheet of one-liners near your phone. Practice short answers to common questions with a friend—with a stopwatch. Know two or three short, compelling stories that make your case. Then cook them down and practice telling them.
- c. REMEMBER, YOU NEED NOT TAKE A CALL WHEN IT COMES - Often, reporters are on tight deadlines. But sometimes, you have plenty of time to prepare and call back. First, have whoever answers your phone

find out who's calling, from which news organization, and if they're on deadline. If you feel it will help your presentation, ask if you can return the call at a specified time. Then, jot down a few notes based on a few talking points developed in advance and practice. Then, call the journalist back. If you're really convinced you're the wrong source, suggest an alternate.

- d. **DON'T USE JARGON** - Even with the reporter who knows your issues, steer clear of Masonic titles. It's stiff, turns off the uninformed, and is less likely to be quoted. For example, instead of "High Priest" why not say the "Presiding Officer". Later you can explain that the titles we use. Likewise, always spell out acronyms, and don't assume the friendly reporter you talked to a month ago remembers the buzzwords. Consider starting from square one unless you know and have spoken to the reporter previously. It's a good habit in any case, and usually generates more lively copy.
- e. **PREVIEW ONE OR TWO UPCOMING EVENTS OR ISSUES** - Take advantage of any interaction with a journalist and mention a story idea, an upcoming event, or a burning issue. Don't be shy. You may just stimulate the story of your dreams.
- f. **DROP A THANK-YOU NOTE** - Most reporters hear about their errors. Few get thanked for their accuracy and insight. Journalists have long memories. Especially when you're competing for scarce space, it helps to drop a note to a reporter who you feel "Gets it"—and his or her boss. You may be pleasantly surprised next time you call with a story idea.

V. Appendix

- A. This portion of the handbook provides several "fill-in-the-blank" templates for suggested news releases. They are provided in this format so that you can copy and paste them into a document, which will allow you to fill in your information. Please print the finalized release on your Chapters letterhead. The more professional your release appears the more likely it will be that it is printed.
- B. In order to be the most successful with your news releases, you should do a couple of things.
 - 1. Call your local newspapers and find out who would be the best person for you to send your news releases to.
 - 2. Take the time to make an appointment with this person and meet with them briefly to explain who you are and that you will be sending in periodic news releases for your Chapter and that you hope the newspaper will print them. Ask them for advice on how they would like to receive the releases, i.e. hand delivered, fax, mail, or email. By establishing a personal dialogue with the person in charge of printing or not printing your releases, you should be able to maximize your success.
 - 3. Lastly, keep a scrapbook of the news releases that do make it into the paper. This will come in handy to show perspective candidates at Chapter Friendship Nights and other events. Such a scrapbook will also be appreciated by future historians.
 - 4. Send a copy of all releases, placement details, and contact information to the State Public Information Officer. This information will be used to provide others with examples, to update contact lists and to track successes with various media.

E. Sample News Release – Annual Official Visitation

NEWS

For Immediate Release

March 02, 2007

For further information, please contact: (Name of Secretary and telephone number.)

(Name) Chapter No. **(#)** in **(City)** will have its annual Official Visitation on **(Day of the Week)**, **(Month and day.)** Dinner will be served at **(Time)** and the visitation will begin at **(Time.)**

The annual visitation provides a special opportunity for the members of the **(Name)** Royal Arch Chapter to renew friendships with Masons from around the area. The Chapter is part of the **(#)** Capitular District, which includes **(Names of Counties)** Counties.

(DDGHP's Name but with no title) will visit the Chapter as the personal representative of Alan Morgan, who is the state President of **##** Chapters in New York with a total statewide membership of **#####**.

(INSERT A PARAGRAPH ABOUT THE SIZE OF YOUR CHAPTER AND ITS ACTIVITIES HERE. REMEMBER TO INCLUDE YOUR WEB ADDRESS, IF THE LODGE HAS ON.)

All York Rite Masons are encouraged to attend the Visitation, though dinner reservations are appreciated. For more information or to place a reservation, call **(Contact's name and number)** or visit www.ny-royal-arch.org

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F. Sample News Release – Friendship Night

NEWS

For Immediate Release

March 02, 2007

For further information, please contact: (Name of Secretary and telephone number.)

A Friendship Night is scheduled for **(Day of the Week)**, **(Month & day)** at the **(Name)** Chapter No. **(#)** at **(Time)** p.m. The speaker will be **(Name and title and pertinent information.)**

Friendship Night is for Masons and non-Masons, their wives and children, and for any invited guests who would like to know more about Masonry or may be interested in becoming a Mason.

Those interested in more information should call **(Contact's name and number)**, or ask any local Mason.

(Fill in specific information, such as: menu, entertainments, etc.)

General information about York Rite Masonry is available at www.ny-royal-arch.org. For local information, contact **(Name of Chapter Secretary and telephone number)**.

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