

How To Reveal One of the Community's Best-Kept Secrets —Communicate Lionism

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- (1) Have your club develop an ongoing, effective community service program. At the same time, you establish a viable, proactive communications program.
- (2) Good media relations is important to tell your story. Start by making personal one-on-one contacts with the editors to determine policy and interest.
- (3) What makes news? Not everything. Make sure your event or project generates public interest. The more people involved, the greater the media interest.
- (4) Media deadlines are very important. Unless you are aware of the media time element, even a good story can fall through the cracks. Make sure your news release reaches the editor's desk in advance, at least on time, but never late.
- (5) Preparation of the News Release is essential to best coverage. Remember the lead paragraph should contain the "who, what, where, when, why." Your story should be written in pyramid style—building from top to bottom with more details as you go.
- (6) News Photography. If you are shooting, make sure the picture tells the story. Call in advance and advise the editor of the project. However, for best coverage invite the media to cover.
- (7) Effective dissemination of the news story is very important. The best approach is personal delivery to the editor. However, if you are personally acquainted with the editor a call in advance, then e-mail or fax is okay. Always be sure to advise the editor how your news story is coming.
- (8) When you get god coverage, take time to tell the editor or reporter. However, never say thanks for the space; but be congratulatory for professional writing and reporting. Remember—you'll be coming to them with another news release in the future.
- (9) Make sure your club's community service program is in tune with the times and is supportive of not only the handicapped and needy, but youth and seniors as well. It is especially important that your service program is proactive and fulfilling the real needs of the community. Projects reflecting civic cooperation make news. Above all, make sure what your club is doing is newsworthy.
- (10) Keep a record of your PR-Media communications coverage and report it to your president and membership. Make them a part of your PR effort.
- (11) Remember that an effective Community Service Program plus a proactive PR-Communications Activity equates to new member acquisition and retention.

Lionism and its good deeds need not be the community's best-kept secret—you and your PR program can make the difference.