

AAUW-NYS Summer Camp



Communications Workshop
July 11, 2009

Presented by Betty Preble & Donna Seymour



Betty



Donna

Overview of Communications:

- To gain visibility for AAUW mission and programs in your branch and community
- Includes:
 - Positive media relations
 - Newsletter development and distribution
 - Website creation and maintenance
 - Fast-developing electronic media

Visibility through

- Traditional Media Outlets
- Branch Brochures
- Event Posters
- Community Bulletin Boards
- Signs & Banners
- Websites
- E-vites
- Blogs, Facebook, Twitter
- What will come next?

The Best Visibility Comes From

- Interesting programming that is connected to the needs of your community!
- Timely and topical programs that inform the public at large as well as members.
- A diverse membership from many different backgrounds engaged in the local community in a wide variety of ways.
- AAUW events that make news!

Achieving PR Goals:

Here are five steps to help you achieve your PR goals.

1. Set realistic, measurable goals. Put these goals in writing. For example, you might want to attract the public to an AAUW program meeting or increase membership by 10 percent.
2. Decide whom you want to reach: AAUW members? Members of other organizations? Community leaders? How will you reach them: Media? Fliers? Newsletters? Community posters?
3. Develop a timetable for contacting the media. Know media deadlines and possible reporters who might be interested. This is where your carefully crafted media list comes into play.
4. Delegate responsibility. Form a PR committee. Since no one can do it all alone, ask others for assistance.
5. Determine in advance how you're going to evaluate the success of your PR efforts.

How can your Branch PR efforts promote AAUW?

- Letters to the Editor
- Opinion-Editorial Pieces (Op-Eds)
- Public Service Announcements (PSAs)
- Press Releases (e-mailed, faxed, or mailed)
- Press and Information Kits
- Messages at the end of your E-mails
- Branch website
- Branch newsletters (electronic or print)

Letters to the Editor:

- Writing letters to the editor of your local newspaper is a great way to energize branch members, promote AAUW visibility in the community, and spread the word about important issues. Letters to the editor (LETs) can be used to correct and clarify facts in a previous news story, oppose or support the actions of an elected official; or agency, direct attention to a problem, spur news editors to cover and issue that is being over looked, or urge readers to support your cause. LETs are especially effective in local community papers. You can send letters by fax, e-mail, or through the mail.
- Use AAUW resources to help you in crafting your points
- Keep them Short and Sweet!

Op-Eds: Opinion-Editorial Pieces

- Opinion Editorial (Op-Ed) pieces are printed opposite the editorial pages and are written by community leaders and syndicated columnists, not by the newspaper staff writers. Op-Eds are lengthier than LETs and are somewhat more substantive pieces, averaging 700 words in length (research length guidelines before writing). Op-Eds can be very influential in shaping public debate, and can serve as stepping stones to interview requests. Contact the newspaper's op-ed page editor and ask for the guidelines.
- Use AAUW resources to help you in crafting your points – especially AAUW's Public Policy information.

Sample OpEds



Public Service Announcements

- As a not-for-profit association, AAUW qualifies for free public service announcements. You can write a script for broadcast announcers to read over the air as a public service announcement. When submitting PSA's, include a letter to the station's public service director explaining AAUW and why the information in the PSA is important to the station's listeners. If you are timing the airing of the PSA to coincide or promote a local event, send the release one month prior to the event. Use the AAUW logos or other appropriate color visuals to accompany your announcement for television.
- Check the Association website to see what are PSAs available to download for specific campaigns!

Planning Your PR Campaign

- Before beginning your PR campaign, take a few moments to develop a file of basic AAUW resources. This will help organize the many PR activities you will undertake. And it can be used as a preliminary evaluation tool for your PR efforts.
- Learn all you can about the AAUW - its goals, programs, policies, and activities on the local, state, and national levels.
- Take a few moments to familiarize yourself with AAUW resources, such as *Action Network*, *Washington Update*, *AAUW Outlook*, the Tool Kits, and the website.
- Develop a list of local branch leaders who can speak for the organization. (Ask for “expert” help on an issue from the State Board, if you need more information!)

More PR Campaign tips

- Make sure you have the names and telephone numbers of AAUW officers (local and state). Keep close at hand information on your branch and its activities.
- Develop an AAUW Press/Media List with of reporters' and editors' names, addresses, telephone and fax numbers, and e-mail addresses. This information can be obtained from media directories at your local library, or call local TV and radio stations and newspapers to find out the appropriate staff member to receive AAUW information. Learn deadlines for sending information for each media outlet.
- Work closely with your state Communications & Visibility Directors. Find out how each can help you. Get on AAUW mailing lists for PR materials, press releases, and other information.

Putting Together Your Press/Media List

When your branch sponsors an event, is instrumental in advocating key legislation, elects new officers, or has a response to an issue in the community, it is important to contact key media outlets and other related organizations. Below is a list of media outlets you should consider when compiling your 'press list':

- Major newspapers in your community/region
- Weekly papers and neighborhood papers [Include people from that area. If Jane Doe, speaker at your March meeting is from the Anytown area, send a release stating that to the Anytown papers: "Jane Doe, Anytown Resident, Speaks On Educational Equity. For others, use a more generic title: "Educational Equity in Local Schools Explored"]
- Monthly magazines for cities and states [Deadlines are usually two to four months in advance]
- Local cable shows
- Local ABC, CBS, NBC, CNN, FOX, affiliates
- Local radio shows [Don't forget Public Radio & College Radio Stations.]

When Writing A Press Release

- Write in the pyramid style [most important information at the TOP of release]
- Answer the 5 W's and an H [Who What When Where Why & How]
- Be concise
- Be clear
- Short sentences and short paragraphs (2-3 sentences will make the material easier to read *and* speak out loud!)
- Be as objective as possible. Refrain from phrases such as “best program ever.”
- Provide a contact name and phone number
- Avoid jargon & abbreviations; explain “insider” information
- Spell check [The wrong word correctly spelled won't get you extra points!]
- Snappy, attention-getting headline (and don't expect to see it again!)

Branch Websites

AAUW-NYS provides help and space to set up a simple homepage. You are on your own for a more extensive site, although we do give guidelines.

Your AAUW branch website should include the following components:

- A home page that describes AAUW's mission, structure, number of members, action priorities, and information and contact numbers specific to your branch.
- A calendar of your group's events and meetings including dates, times, locations and RSVP requirements.
- Information about your group's community action projects and public policy work.
- Membership information describing the benefits of AAUW membership. Include the mission and diversity statements as well as dues and contact information for joining at the local level.

A branch website will help you:

- promote the mission of AAUW, the AAUW Educational Foundation and the Legal Advocacy Fund
- attract new members, supporters, and allies
- increase AAUW's visibility on the local and national levels
- keep AAUW members informed about events, meetings, and projects at the branch, state, regional, and national levels

Check Your Internal Public Relations

Your communication with branch members is equally as important as working with members of the media. Good internal public relations are often based on word of mouth as well as easy-to-read handouts, such as fliers or newsletters. Successful internal PR efforts will help keep AAUW members informed, involved and enthusiastic. [Market AAUW to members and non-members alike!](#)

AAUW Resources for Publications and Websites

- [AAUW Style Basics](#) (PDF) - Standards for usage, spelling, and word preferences for AAUW publications.
- [Public Service Advertisements \(PSAs\)](#) - print-quality PDFs to download and use in newspapers and magazines to promote equity in education and in the workplace for women and girls
- [Logos and Graphics](#) - Ads and logos to use in print materials and websites.
- [Media Guide](#) - Resource for finding and contacting national and local media.
- [Newsletter Tips, Templates, and Graphics](#)
- [News Releases](#)
- [Stationery and Business Cards](#) - Instructions for creating AAUW letterhead, envelopes and business cards.
- [Websites for Branches and States](#) - Tips for preparing branch and state websites.

AAUW Magazines and Newsletters

- [AAUW Outlook](#) – An award-winning magazine that offers the information today's women seek. The magazine includes articles and interviews focusing on education and equity for women and girls, book reviews and excerpts, in-depth profiles on outstanding women, community action projects, and legislative updates.
- [Fund Facts](#) - A quarterly newsletter to keep AAUW officers informed of the latest programs as well as fun fundraising ideas they can use in their branch or state.
- [LAF Update](#) – A newsletter providing updates on cases adopted by the Legal Advocacy Fund.
- [LAF Express](#) – A periodic e-newsletter providing updates on recent activities, deadlines, and programming resources of the Legal Advocacy Fund.
- [Membership Matters](#) - An e-newsletter sent approximately six times a year to AAUW state and branch membership officers. Access editions since July 2005.
- [Mission & Action](#) – A periodic e-bulletin conveying information on today's hot issues; opportunities to speak out online and through local branches; and updates on the work of AAUW, the Education Foundational and the Legal Advocacy Fund nationwide.

AAUW-NYS Resources

[Creating a Branch Web Page](#)

[For Branch Leaders](#)

[Writing Letters to the Editor](#)

[Technology](#)

[Additional Resources](#)

[Newsletter Suggestions](#)

[Tech Tips](#)

[NYS Logos](#)

<http://www.aauw-nys.org/comm.htm>

Branch Newsletters

- Members rely on a regular newsletter to keep informed within their own branch. Non-Members can benefit from your newsletter, because it has information about happenings in your branch or state.
- **In general, newsletters should contain:**
 - The names and phone numbers/e-mail addresses of each officer, the date, time, and place of the meeting and speaker's name/topic title (if applicable).
 - Legislative updates (timely information from AAUW's many public policy resources like *Washington Update* and *AAUW Action Network*).

Other inclusions:

- Local events of interest to AAUW members
- Information from the last meeting or program
- News from the State and National Association - Be sure to routinely check the State and Association websites.
- How to become a local Member.

Electronic Newsletters

- Any online newsletter should be careful of privacy issues – don't give out addresses/phone numbers/email addresses of people unless they've given permission.
- Your on-line newsletter should be linked to your website and made available to members to forward on to friends, colleagues, others.
- Be sure to include NYS State on your e-mailing list.
- A terrific FREE PDF conversion program is available from <http://www.pdf995.com/>.

Still Mailing Your Newsletter?

- If the newsletter is kept to eight (8) pages front and back and folded in half, the postage should cost for one ounce. If you are using an envelope, you can usually send six (6) pages front and back for one-ounce postage.
- Sending by bulk mail? NO staples except saddle-stitched booklets, open at the TOP (above the address).
- Extra newsletters can be printed and left in public places, such as women's centers, public libraries, colleges, chambers of commerce, city hall lobbies, etc.

Branch Newsletters Ads

- Ads can be a good way to help defray high costs of printing & mailing.
- They can be a great way to showcase the local businesses your members have or are connected with.
- **Bath Branch** sells business card ads for \$25/year.

jane russell's
Around the Corner
delivered lunch & catering
Catering
Box 37, Pulteney, NY 14874
Phone – 607-868-324
Fax – 607-868-4099
cateringjane@empacc.net
www.aroundthecornercatering.com

Pleasant Valley Floral
Brenda Personius
Florist
8308 Pleasant Valley Road
Hammondsport, NY 14840
(607) 569-3233
M-F 9:00 - 5:00 SAT - 9:00 - 1:00
SUN - CLOSED


Willie Bilancio
at
Pera House Antiques
Hammondsport, New York
94 West Antiques
Corning, New York
607-776-6813

FINGER LAKES
Wellness Center & Health Spa
Grapeseed Sessions, Massage, Facials, Nail Care, Bodywork
www.FingerLakesWellness.com
607-776-3737
email@FingerLakesWellness.com
7531 County Route 13, Bath, NY 14810
Janet Opila-Lehman, OTR, LMT

On-line Newsletter via Constant Contact

Ruth



More information from Ruth Wahtera,
Kingston AAUW's Communication Chair!



- Whether you're looking to **send** an [email newsletter](#), a high-impact [email promotion](#), an [email event invitation](#), an [online survey](#), or [build your email list](#), discover how Constant Contact can help you get it done.
- [Email Marketing](#) and [Online Surveys](#) from Constant Contact make it easy and affordable for you to connect with your customers or members.



Kingston New York Branch

AAUW advances equity for women and girls through advocacy, education, and research

July 7, 2009

Dear Donna,

It may be raining again (and again), but life goes on. This is not a real newsletter, but rather a quick update on two time sensitive items -- a film this Sunday and an invitation to join an impromptu discussion about the Supreme Court confirmation hearings next week.

Ruth and Yivi

Sunday Evening Film

Land of Plenty



This coming Sunday, July 12th, 8 PM, we'll be gathering for a covered dish supper at Yivi's house (directions on request) to watch *Land of Plenty*, a 2004 American film

directed by Wim Wenders.

Here's a synopsis:

American daughter of missionaries, Lana returns to Los Angeles from Rajasthan to work in a mission helping homeless people. She also seeks her estranged Uncle Paul, a burned out Agent-Orange-soaked Vietnam War vet, now a vigilante security cop, watching for terrorists in his own surveillance van two years after 9/11. After Lana and Paul meet and see the murder of a poor Rajasthan near the mission, they travel together to Death Valley, Lana wanting to deliver his corpse to

[Back to our Field](#)

[Join Our Newsletter](#)

Web Links

[KAAUW Web site](#)
[Our Unofficial Passions](#)
[KAAUW Calendar](#)
[Member Profiles](#)
[Send Us a Message](#)

[AAUW-NYS](#)
[AAUW National](#)

[AAUW Kingston Branch Communication Committee](#)

[Doris Goldberg](#)
[Yivi Hienaa](#)
[Susan Holland](#)
[Doris Licht](#)
[Irwin Rosenthal](#)
[Ruth Wiktora, Editor](#)

If you have something you would like posted on the AAUW Kingston site or the Unofficial Passions site, e-

A sample
Kingston
Branch
e-Newsletter
using the
Constant
Contact
technology

The Future of Communications:

- E-vites
- Google Docs
- Community Access TV
- Webcasting
- Net meetings
- Blogs
- Twitter
- Facebook
- What comes next?

Evites: <http://www.evite.com/>

- With more than 22 million registered users and over 25,000 invitations sent each hour, Evite is the top online invitation and social planning website. Evite invitations are free to send and receive.
- Optional invitation features include:
 - Adding polls for your guests to answer – find out what movie, food or music everybody prefers
 - Letting guests select items to bring – great for potlucks and other group-run events
 - Allowing guests to invite more people to the event
 - Sending your invitation to your friends' phones and Facebook inboxes

The [Fairport Area Branch](#) uses Evites to remind members about events!

Google Docs

- A free web-based word processor and spreadsheet, which allow you share and collaborate online.

docs.google.com/

- The **Jefferson County Branch** uses Google Docs collaboration to produce The Jefferson Journal, the branch newsletter.

Create and share your work online via Google Docs:

- **Upload** from and save to your desktop
- **Edit** anytime, from anywhere
- Pick who can **access** your documents
- **Share** changes in real time
- Files are stored **securely** online
- Google Docs is **FREE!**

Community Access Television

Community Access Television (CAT) is a non-profit organization to provide local residents with access to a public access channel. They can show original and locally-produced material, as well as video from other sources and local meetings, conferences, etc.

The [Kingston Branch](#) produced several shows last year to provide voter education information to people in their branch area.

Webcasting

- A **webcast** is a media file distributed over the Internet using [streaming media](#) technology. A webcast may either be distributed live or on demand. Essentially, webcasting is “broadcasting” over the Internet.
- A webcast uses [streaming media](#) technology to take a single content source and distribute it to many simultaneous listeners/viewers.
- The [St. Lawrence County Branch](#) has used this technology to broadcast candidate forums via a partnership with Clarkson University.

Net Meetings

This feature is included with Microsoft's Internet Explorer and enables groups to teleconference using the Internet as the transmission medium. Applications include Voice on the Net, chat sessions, a whiteboard, and application sharing.

A way to hold a meeting without getting together face-to-face, solving issues of distance, weather, etc., while allowing you to work productively.

AAUW Chat Rooms

Organize and participate in real-time chats with AAUW's online chat room service (hosted by DigiChat). You may use the chat rooms to hold an online state or branch meeting.

http://www.aauw.org/member_center/chat.cfm

Blogs

- A **blog** (a contraction of the term "**weblog**") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.
- Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

AAUW's Dialog

A Blog hosted by AAUW for members to discuss and share information about a wide variety of topics and issues at the website.

<http://blog-aauw.org/>

Twitter

Twitter is a free social messaging utility for staying connected in real-time using short messages from a cell phone/Blackberry.

More information from <http://twitter.com/>

The Association featured Twitter messages as a way to stay current about ongoing events at the St. Louis Convention.

AAUW on Twitter and Facebook

[Log on or sign up for a Twitter account](#) and start following Executive Director [Linda Hallman](#), Director of Public Policy and Government Relations [Lisa Maatz](#), and [AAUW](#) members from around the nation to hear the latest AAUW and public policy news through the latest form of online communication technology. You can also follow your [elected officials](#), and join AAUW's [Facebook](#) group.

Facebook

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use **Facebook** to keep up with friends and organizational news. Facebook is FREE and can be used as advertising and an outreach for AAUW.

<http://www.facebook.com/>

Note: People in their 50's are the fastest growing group logging onto Facebook!

What Comes Next?

