

**Marine Corps League
Professional Development
Public Relations**

A How-to Manual

Public Relations

Helps to create greater Public Awareness, Vision, and our mission About who we are, what we do, and Why we do it.

DEFINITION OF TERMS

PUBLIC RELATIONS

CREATING OR CHANGING THE ATTITUDES, BELIEFS AND PERCEPTIONS OF PEOPLE BY INFLUENCING THEM - PRIMARILY WITH INFORMATION DISSEMINATED THROUGH THE MEDIA.

ADVERTISING

CREATING OR CHANGING ATTITUDES, BELIEFS, AND PERCEPTIONS BY INFLUENCING PEOPLE WITH PURCHASED BROADCAST TIME OR PRINT SPACE.

MARKETING

A PLAN TO INFORM AN AUDIENCE ABOUT A PRODUCT OR SERVICE SO THEY WILL BECOME CUSTOMERS. MARKETING INCLUDES PUBLICITY, BUT ALSO INCLUDES RESEARCH, PRICING, SALES, DISTRIBUTION, PACKAGING AND ADVERTISING.

WHY?

- NEW MEMBERS
- VOLUNTEERS
- DONATIONS OF CASH, GOODS AND SERVICES
- COMMUNITY RECOGNITION

GETTING STARTED!

DEVELOP A TIME TABLE

SET PRIORITIES

“NICE TO'S”

CREATE A CONTACT FILE

MEDIA: NEWS PRINT, TV, ETC.

CONTACT PERSON, TITLE, FAX #, E-MAIL,
PHONE #,
ADDRESS (COLLECT BUSINESS CARDS)

CRITERIA: TIME FRAMES, SPACE, CONTACT
METHOD

PHOTOS (B/W? COLOR?)

WILL THEY SEND A PHOTOGRAPHER TO AN
EVENT?

WHO?

NEWSPAPERS

MAGAZINES

RADIO

COMMUNITY ACCESS CABLE

TELEVISION

CHAMBER OF COMMERCE

VETERAN GROUPS

MCL DEPARTMENT NEWSLETTER

“SEMPER FI” MAGAZINE

INTERNET

WEB PAGE

SERVICE GROUPS

WHAT?

MEETINGS

INSTALLATION OF OFFICERS

AWARD PRESENTATIONS

PARADES/COLOR GUARDS

VAVS

TOYS FOR TOTS

SOCIAL FUNCTIONS:

DETACHMENT PICNIC

BUS TRIPS

DATES IMPORTANT TO MARINES

MARINE CORPS B'DAY - NOV. 10

PATRIOTIC HOLIDAYS

HOW?

PRESS RELEASE FOR IMMEDIATE RELEASE

WHO?-MCL

WHAT? - TOYS FOR TOTS

WHEN? - DATE, TIME

WHERE?- MALL, CENTER COURT

WHY? - TOYS FOR NEEDY

CHILDREN AT CHRISTMAS

HOW? - ONE NEW UNWRAPPED

TOY FOR ANY AGE CHILD

How to write a press release

1. State the event, award or item that you want publicized in the first paragraph. Don't embellish. Editors want to "quick read" what you are trying to communicate as quickly as possible, then make a decision on its news worthiness.
2. Names make the news. Who is it? What is their age? Where do they live? What do they do and why is it that you are seeking exposure for this person? When is the event, if that is relevant, and how is it going to be held. Full names are necessary and a way to reach the person is usually important. Editors and Reporters want to talk to the person you are writing about, not a public relations spokesperson. A PR agent may be number two in important contacts to make.

3. Always include a photograph, if possible, especially if it's a routine announcement. Pictures usually give you more space and editors like to use them because they make a newspaper page more interesting. If a color photo or more professionally done picture is called for, give a "photo op" time that the subject(s) can be photographed.

4. Have somebody else in your company, family, etc. read your press release and search out questions that are unanswered.

Newspaper people are very curious and want to know all there is to know even if they don't use everything because of space limits.

5. Be concise; try to get all the facts in 3-5 paragraphs. Send along an additional fact sheet about your company, firm, etc. as a resource. Be sure to supply relevant phone numbers.

6. Don't try to write a story about the item for which you want publicity. Just give us the facts - it's our job to write the story. Most editors don't have the time to pore over multiple page press releases, so try to keep everything on one page.

7. After sending in a news item, it's always good to call the newspaper and ask if the press release was received. It's acceptable to ask if and when the item will be used, but don't quiz a reporter or news clerk, ask for an editor. Normally, he or she will be the only person who can help you.

8. Most news editors are looking for human interest stories that intrigue a wide variety of people. They are not seeking to promote a particular business but often that happens in the telling of a story. If promoting the company is a primary motive, that will be a turn-off not only to the editor but also the reporter who writes the story. If motives are pure and writer detects that, often we will go the extra mile to make sure your company gets the credit it deserves.

MEDIA ADVISORY

**BEST FOR TELEVISION
ONLY FOR NEWSWORTHY
ANNOUNCEMENT
SHORT AND TO THE POINT
NOT THE SAME AS CALLING A PRESS
CONFERENCE**

OTHER INFO

**CONTACT PERSON - NAME, TELEPHONE
IDENTIFY PEOPLE - IN PHOTO, OFFICERS**

**SHORT, HANDWRITTEN NOTE - "JOE,
HOPE YOU CAN HELP US OUT WITH THIS.
THE (NAME OF YOUR DETACHMENT)
APPRECIATES YOUR SUPPORT.
THANKS. BILL"**

FORMAT

DETACHMENT STATIONARY

**ALL CORRESPONDENCE SHOULD BE
TYPED!**

CORRECT SPELLING

PHOTO (PEOPLE IDENTIFIED)

**BRIEF, CONCISE, PERTINENT INFO ,
YOUR NAME AND PHONE #
INFO SHEET ON MCL**

FOLLOW UP PHONE CALL

CAUTION!!!

**DON'T SEND PRESS RELEASE WITHOUT
APPROVAL OF COMMANDANT**

**DON'T IGNORE GUIDELINES SET DOWN BY
CONTACT PERSON**

DON'T USE LENGTHY PRESS RELEASES

**DON'T OVEREXTEND YOURSELF -ITS
QUALITY NOT QUANTITY THAT COUNTS**

**DON'T INFRINGE ON NEIGHBORING
DETACHMENT'S AREA**

USEFUL PHRASES

**ONCE A MARINE, ALWAYS A
MARINE**

**ACTIVE DUTY, RESERVE AND
HONORABLY DISCHARGED**

SEMPER FIDELIS

**TO PRESERVE THE TRADITIONS AND
TO PROMOTE THE INTERESTS OF
THE USMC**

A BAND OF BROTHERS

EXAMPLES

The (your detachment) Detachment.
Marine Corps League, Invites **ALL AREA
MARINES and FMF Corpsmen** to our
next meeting, (day), (date), (time). At
the (place - name and address) .
The **TOYS FOR TOTS** program is now
underway and donations of new toys,
contributions, and volunteers are
welcome. For Additional information or
directions call: (contact phone number)

SEMPER FIDELIS

The (your detachment) Detachment, of the Marine Corps League welcomes ALL AREA MARINES and FMF Corpsmen to, our Annual Picnic at the (location) on (day, date). This is a Family Picnic so bring the Kids. There will be games, lots of food, and a good time for everyone. For details call (name, phone#).

SEMPER FIDELIS

The Marine Corps League, (your detachment) Detachment, seeks Corporate support for the Wheelchair Bus Fund of the V.A. Hospital in (location). We are an IRS 501 c(3) charitable organization, and donations are Tax Deductible. For information on how you can help, call (name) at (phone #).

WHEN YOU'VE DONE YOUR BEST

THE EDITOR MAY:

MISSPELL WORDS

OMIT CONTACT INFO

RUN PRESS RELEASE AFTER THE EVENT

NOT RUN IT AT ALL!!!

WHAT DO YOU DO???

CONTACT YOUR CONTACT

WHY DID IT HAPPEN?

WHAT CAN YOU DO TO PREVENT IT

FROM HAPPENING AGAIN?

"KEEP" YOUR COOL"

WHAT ARE YOUR COST?

TIME

PHONE CALLS

POSTAGE

LETTERHEAD

COPIES

CAMERA/FILM/DEVELOPING

AND IN THE END REMEMBER

**WHO? WHAT? WHEN? WHERE?
WHY? HOW?**

**FOLLOW THE GUIDELINES OF THE
EDITOR**

BE BRIEF

TYPE

**KEEP AN ACCURATE FILE
HAVE COMMANDANT'S APPROVAL**

**IN THE EYES OF THE GENERAL
PUBLIC, YOU REPRESENT THE
ENTIRE MARINE CORPS LEAGUE**

USE YOUR MEDIA SOURCES

USE YOUR CONNECTIONS

USE YOUR IMAGINATION

YOU ARE THE FEW

**THE PROUD
THE
MARINES**

AVAILABLE IN MOST LIBRARIES:

BACON'S PUBLICITY CHECKER

BEALS, MELBA - EXPOSE YOURSELF - USING THE POWER OF PUBLIC RELATIONS TO PROMOTE YOUR BUSINESS AND YOURSELF

CLAY, ROBERTA - PROMOTION IN PRINT - A GUIDE FOR PUBLICITY CHAIRMEN

GALE DIRECTORY OF PUBLICATIONS AND BROADCASTING MEDIA

GEBBIE PRESS - "ALL IN ONE" DIRECTORY

HARRIS, MORGAN - NOW TO MAKE NEWS AND INFLUENCE PEOPLE

MALLORY, CHARLES - PUBLICITY POWER - A PRACTICAL GUIDE TO EFFECTIVE PROMOTION

THESAURUS

THE BROADCASTING YEARBOOK

THE WORKING PRESS OF THE NATION

TURNER BROADCASTING