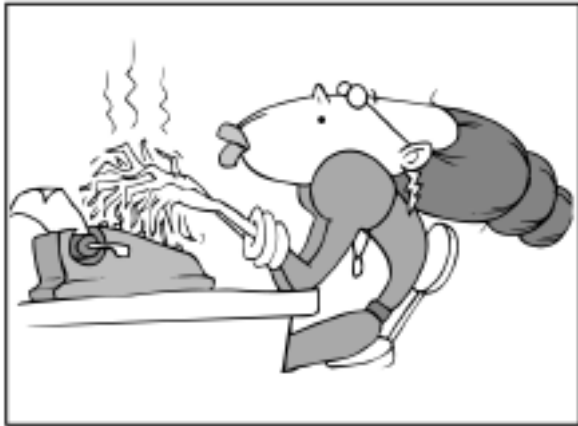


Publicity Chair Duties

How chapters gain recognition and opportunities to spread the word.

Responsibilities

The Publicity Chair's basic function is to handle the media, send out releases, and research publicity opportunities. The Publicity Chair is also responsible to make sure the chapter secretary gets a copy of each press release that is submitted. This information and any resultant published article should be filed by the secretary in the monthly folders under the month that the release was sent.



The LeTip Publicity Princess

The Publicity Chair is responsible for the following:

- 1. Prepare and distribute the Chapter Press Release Kit**
 - A. Include local and community newspapers. When calling the paper, speak to the editor of the section that you feel offers the best forum for LeTip. Tell them about yourself and LeTip. Invite them to your Chapter meeting, Business Mixer or Power Seminar.
 - B. If the media does not show up to your meeting, continue to send them news releases.
- 2. Handle all press inquiries. Maintain press contacts and build professional relationships with writers and editors.**
- 3. Create periodic Press Releases.**
 - a. Include monthly calendar of events, news releases and feature stories.

- 4. Act as the host to visiting members of the press.**

- 5. Keep chapter and member activities up to date.**

- a. Example: Election of new officers, installation dinners, business mixers, seminars.

- 6. Provide Chapter calendar of events to your local paper for listing (most papers provide this).**

Build the chapter with press releases

Press Releases are one of the most cost effective ways to market your LeTip Chapter. It doesn't matter if your chapter is just starting out or has been chartered for years, a well written press release can improve a chapter's visibility, increase community standing and encourage new membership.

Publicity is a two way street.

Press releases not only benefit your chapter and your business, but it provides the press with the very news that supports their community, sells their papers, and pays their salaries. Your announcements are as important to them as they are to you, so get out there and let them know what is going on in your chapter.



Please fax all LeTip materials responsibly.
(Paper only please!)

Research the media

Find out what newspapers, business journals and trade magazines or Chamber of Commerce periodicals are published within your geographical area.

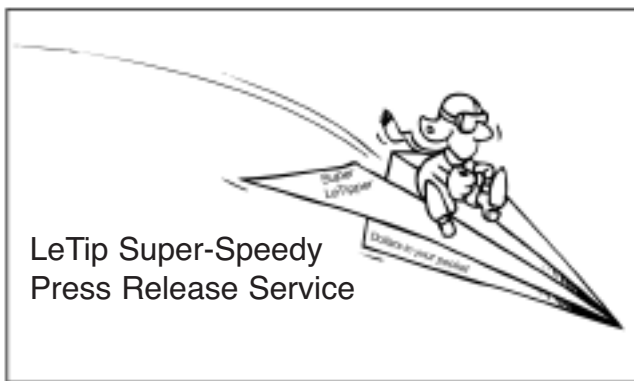
Look for periodicals that publish Business Events Sections, People on the Move and other local business information.

Find out who the business editors are and call them.

Ask what day(s) they run the business section (or better yet, buy the paper every day for a week and get familiar with their format). Some papers will run business news daily, others will publish local business events and business news once or twice a week.

Ask for the editor's preferences

Ask how they would prefer your submission (fax, e-mail or



snail mail). Consider occasionally stopping by and hand delivering a press release to further develop a relationship.

Ask if there is a particular day of the week the editor prefers to receive submissions.

Some periodicals require releases to follow a specific format. If that is the case, then do so, otherwise use the template we have provided.

Never be embarrassed to admit that this is a new process for your chapter. Everyone starts out somewhere and the vast majority of folks are happy to help others along the way. Just ask. That's how to get answers!

Always follow the gold standard of press releases which is to provide the following information within the first few sentences: who, what, where, when and how. Ideally, a press release, should be no longer than one page, double spaced (so editors can make comments between lines).

Get the facts straight.

Make sure all information; addresses, phone numbers, and names are correct. Always include the day, time and location of your weekly chapter meeting.

Make sure to include correct contact information, separate from the main body of the release so that the editor can make contact if confirmation is needed.

Develop relationships with the media

If an appointment is made with the press, don't change it.

Work at developing a relationship with your local business editors. From time to time write a short, personal hand-written note thanking them for their consideration. Treating the media with kindness and respect will pay off in new members and growth for your chapter.

Press Release Templates

To get chapters started we have included two basic templates for their use.

1. New Chapter Press Release - This Press Release is used to inform the business community of the launch of a new LeTip Chapter. As a general rule, this announcement should be sent out within a month or two after the chapter has been officially chartered.
2. New Member Press Release - This release gives your chapter the opportunity to not only announce your newest member, but to boost both their reputation and your chapter's visibility. Quotes should be changed every time a press release is sent out to the media.

Use your imagination

The opportunities for Press Releases are limitless. Use your imagination. Here are some more ideas...

- a. Announce a chapter event such as a business mixer.
- b. Write about a member's success landing new business due to a LeTip lead.
- c. Announce a member's award. (Top Tipper, Silver Badge, etc.) Even if the award is for another organization like United Way or the Lion's Club, every time LeTip is mentioned, the chapter gets recognition as well.
- d. Write about the increase in business for your chapter as a whole (i.e.: LeTip of increases business for members by 25% during the third quarter of 2006).
- e. Announce your chapter's new website.
- f. Announce a change in your meeting location.
- g. Announce the formation of a new Board of Directors.
- h. Announce any milestone (i.e.: chapter grows to 30, 40, 50 or celebrates 5th anniversary).

Every time you send out a press release you gain recognition for your chapter and increase the opportunity to bring in new members.