

# PUBLIC RELATIONS CURRENTS



I'm Virna Luke, Public Relations Chairman for 2024-2025. Your committee members are Erin Hoffer and Patricia Grayshaw. Welcome to our first newsletter for this term. Within this October issue, we wanted to provide some "tools" to help you "build the house" for a successful holiday season. We know that your unit may be in the process of planning holiday activities, including Thanksgiving food drives, bake sales, adopting families, and other holiday events. Here are some ways that you can enhance your unit's outreach efforts this season. Please **share the link to this newsletter** with your members.

## IN THIS ISSUE

- Tools for developing flyers this holiday season.
- Getting media to cover your holiday event.
- Using Tools like Snipping Tool to capture news coverage when your local media goes digital.



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Let's get social; **click or scan the QR code** on this page, follow, like, and engage with us on all our platforms. Don't hesitate to send us your questions and suggestions for the next PR newsletter!

## DEVELOPING FLYERS THIS HOLIDAY SEASON

*By Erin Hoffer, APR, CPRC*

Flyers are a great way to draw attention to our holiday events. They can be shared on social media and printed and distributed throughout your community - even at your Post.

Here are some free resources for you to create your flyers.

[Canva](#)

[PosterMyWall](#)

[Adobe Express](#)

[Microsoft Create](#)

[Venngage](#) (Infographics. First five designs are free.)

Be sure to use the correct logo and follow the brand standards.

## EARNING MEDIA COVERAGE DURING THE HOLIDAY SEASON

By Erin Hoffer, APR, CPRC



How do American Legion Auxiliary Units get local news reporters to cover their holiday activities? Here are some quick tips.

### **A phone call goes a long way.**

October is a good time to contact your local media outlets to introduce yourself. Pick up the phone and ask them how they want to get their information. What are they looking for in a pitch? They'll appreciate this outreach, and you'll know how to reach them when it matters.

### **Craft a compelling pitch and make your outreach personalized.**

Your pitch should cover the 5 Ws (who, what, when, where and why) and how. Be concise and engaging. Also, reach out to reporters individually. Reporters appreciate the personal touchpoint rather than being copied on a mass email that may include their competitors.

### **Think visually and look for "action" for news stations.**

Television news reporters are looking to capture events that involve a visual element, action or experience. Invite them to activities in which people are doing something. Some reporters want to participate with the camera rolling. Invite them to take part in the event, such as creating a holiday card for a veteran, serving as a judge for a baking contest or learning how to make a few stitches of knitted blankets for veterans.

### **Follow-up and make yourself available.**

Be sure to follow up with reporters and editors after you have initially reached out. Reporters are busy filling a 24-hour news cycle, so correspondence can fall through the cracks. Pick up the phone to remind them. If they do attend your event, be available to answer questions and provide information. Being responsive to their needs helps tremendously in building and strengthening rapport with them.

### **Understand the shrinking newsroom.**

Due to layoffs in recent years, newsrooms once full of reporters are now operating on bare-bone staff. The more you can capture video and photos and provide copy to these newsrooms, the more likely you will earn coverage. If a news reporter is unable to attend, consider capturing the content yourself and sending it to the editor or reporter. They will appreciate the assistance.



Photo by Korie Cull, Unsplash

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## WHEN THE PRESS GOES DIGITAL: CLIPPING ARTICLES TODAY

By Erin Hoffer, APR, CPRC



With today's technology, more newsrooms are going digital, making it difficult for those of us who are used to taking scissors to a printed broadsheet to capture coverage. Here are some tips.

**Built-in Clipping Tools.** Some news agencies offer a built-in tool (often a scissors icon) so that you can draw a box around the article and then save it separately to your computer.

**Browser Extensions.** Internet browsers, like Chrome, Edge, and Firefox, offer clipping extensions in which you can add the extension to your browser and then use it to select, copy, and paste content in a document. (Chrome's is **Copyfish**, Edge's is **Web Clipper**, Firefox's is **Lightshot**.)

**Screenshot Tools.** Windows' **Snipping Tool** and Mac's **Grab** capture images of the articles. Simply open the article, use the tool to select, and then save the image.

**PDF Downloads.** Some news agencies allow you to download articles as PDFs. If you have Adobe Acrobat, you can print an article to a PDF rather than your printer.

**Third-Party Apps.** Apps like **Evernote** or **OneNote** allow you to clip and save content directly into a file. These often have browser extensions to make clipping easy.

Interested in submitting a **Press Book** this year? Here's more about our **annual award**. Happy clipping!

The banner features a teal background with a white house-shaped logo on the left. The logo contains a star and the text 'AMERICAN LIBRARY ASSOCIATION', 'Securing Our Foundation', 'To build a Stronger Future', and '2024-Florida-2025'. Below the logo is the hashtag '#BuildingTheHouse'. To the right of the logo, the text reads '2024 ALA FLORIDA FALL CONFERENCE' in large white letters, followed by the location 'Caribe Royale Orlando - 8101 World Center Dr - Orlando, FL 32821'. A dark blue rounded rectangle contains the dates 'November 22-24, 2024'. Below this, it says 'Click the [link](#) for agenda, hotel, banquet, and more...'. At the bottom, it highlights 'PR BREAKOUT SESSION ON FRIDAY, 11:30AM-12:45PM - GRAND SIERRA D'.