



Public Relations/Media Relation Tips for Branches

Branded Public Relations Tools

Please make sure all your Branch materials are Branded for SIR. This maximizes the impact each time you reach out to the media or the public. If the public sees the same logo, the same colors, and the same positive, fun information consistently, they will more quickly come to know SIR and potentially share that positive impression or join SIR. Specifically, news releases, information sheets, all signs, e- or printed newsletters, handouts and brochures should be branded.

Please read the Brand Style Guide and access the materials that are ready and free for you to use on the website at www.SIRInc.org (www.sirinc.org/sir-branded-marketing-materials/). You can download these materials and use them or have them printed.

- SIR Brand Style Guide
- Tri-fold brochure and golf rack card
- Multiple banners -- for online use in e-newsletters, websites and social media.
- Logos
- Business cards, invitation cards, letterhead and branded PowerPoint slide background
- Community PowerPoint presentation

SIR Pro Shop: <https://sir.ourproshop.com/>

At the SIR Pro Shop, you can order official SIR logo products online, pay and have them delivered directly to you or an address of your choice at convenient pricing. The State developed this site to take the pain out of searching to find and create branded products. Many are editable for your specific Branch information such as contact, activities, or branch number. Official logos are the only logos that should be used. The following are examples of what's available at the Pro Shop:

- Shirts with Official SIR logo – long and short sleeve options
- Outerwear with Official SIR logo – sweatshirt, softshell jacket, and fleece vest
- Bucket and baseball hats with Official SIR logo available in five colors (not editable)
- Car Door Magnets (11.5" X 17.6", non-scratch, plastic material)
- Return Address Labels with Official SIR logo, your Branch name, phone, email, and website
- Outdoor/Indoor Poster (24" X 36") suitable for a-frame sign
- Single A-frame Sign Stand (24" X 36") with options for front and back posters
- The Tri-fold, and Bi-fold Brochures explain SIR and how to join
- Golf (editable, full color) & How to Get Your Hubby Out of the House rack card (hubby rack card is our most popular)
- Metal Retractable Pull-up Vertical Banner (3.5 ft. W X 6.75 ft. H) and Outdoor Banners
- Business Cards (editable, full color with round or straight edges)
- Invitation Cards to your Branch lunch or event (editable, full color, round or straight edges).



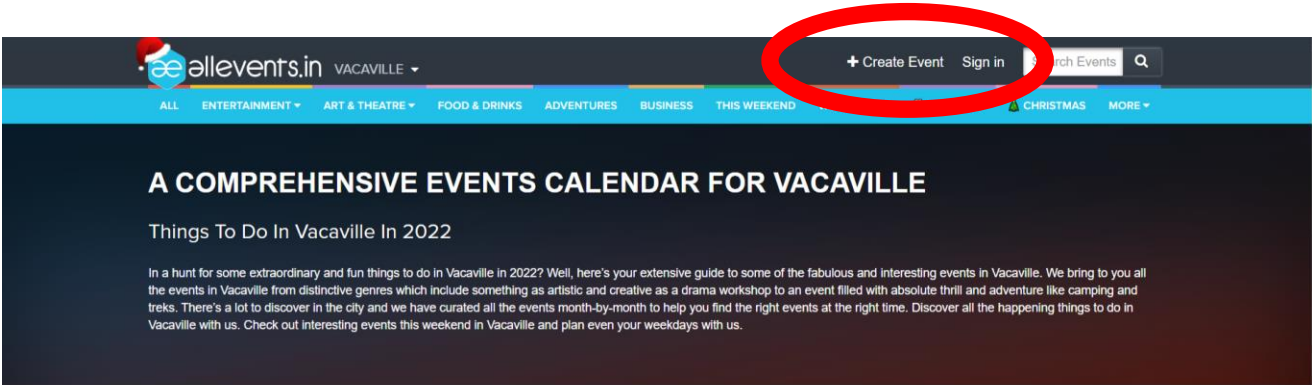
Event Calendars

Most event calendars are now online. If you search online with the words “event calendar (city you are in)” you will find many of the local calendars. Some of these calendars will be geared for visitors to your city. Unless you have a large public event, they may not be interested. Others will have a place where you can add an event. Sometimes this can be a two-step process as you may have to register first. Others such as www.napavalleyjourney.com your only option is the “contact us” at the bottom of the page, sending a request to “admin (at) napavalleyjourneys.com” (which must mean admin@napavalleyjourney.com) and including the information about your event.

Don’t forget to check your local news websites which are unlikely to come up in the search, so you’ll need to look for them by name. This includes local newspapers (weeklies and dailies), radio stations and TV that may have calendars to which you can add your event.

Example: <https://allevents.in/vacaville/calendar>

This website shows very clearly what to do to add an event. Click on “Create Event” and the next page has prompts that tell you how to register and add your event information.



UPCOMING EVENTS CALENDAR 2022

DECEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Date

- All
- Today
- Tomorrow
- Calendar

Category

News releases are a standardized format for submitting information to a news agency. SIR has an example New Big SIR news release available on the SIRInc.org website. You can edit that every year to announce the new Big SIR. You can also download it and change the subject to use the layout for other news.

Small local publications, likely weeklies and local magazines, may be interested in SIR events, Big SIR announcements, SIR activities.

What is news? News includes stories that are cute (children, puppies, etc.), dramatic (fires, fights, etc.), emotional (tragedy or elation), things that are universal to the audience. This includes local events related to national ones. The local morning news or news magazine shows are interested in a wider range of stories. These visual news programs look for stories that are local, interesting, that have something visually interesting that the media can film as well as events and activities that are very early in the morning. Ideas for stories to pitch include:

- Golf or other tournaments
- Veterans' programs particularly for Veterans' or Memorial Day
- Activities new or different that are open to the public
- Activities where you are helping others (This does not include participation in another organization's event)

How to Request the Media Cover Your Event or Issue

An email to the newsroom is often enough to gain the media's interest or you may submit a news release. You can also call the newsroom. Call when the station is not on the air. They will likely ask for something written to follow the call. Be prepared for this request and send the information promptly so when you email your call is still fresh in their minds.

When you send a request to the media include:

- the date
- time
- place
- a summary of why your event is important or of interest to the media's audience
- who will be available to speak to the media

If talking to TV news, let them know what visuals will be available.

Preparing to Interact with the Media

1. Choose a spokesperson
This is not necessarily your Big SIR. It should be someone personable, who understands the SIR Image, who will speak on message, be concise and control what they say.
2. Discuss and create talking points. These should include what you will say about SIR and whatever event or subject you are discussing. Talk to State they may have what you need.
3. Talking points should be practiced aloud.
4. Be sure to anticipate questions that could be negative or cause a negative response in the public and plan how to respond to them in the most positive way.
5. If you don't know the answer to something, say so and offer to find out and get back to the reporter. Follow up.
6. Consider yourself "on" any time you talk to a reporter (or camera person) – on the phone or in person. Never go off the record or make jokes.
7. Talk to the reporter not the camera unless specifically directed to do so.

Follow up

1. Thank the reporter by email.
2. Send the online link to your Facebook, newsletter, email person and to the state G & M Committee for posting and sharing. The reporter can be thanked, and the station's name included in the post that accompanies the link.

Social Media

You can also share your event on social media to spread awareness. Patch, NextDoor and Facebook are all viable places to share information and invite people to participate.

Patch is only available in some communities, and you usually submit your event information to the administrator.

NextDoor is available in all California communities and operates strictly neighborhood by neighborhood. You must join personally to submit. You can post information in the "What's on your mind, neighbor?" space or create an event for your branch to share the information with your neighborhood. Anyone may do this and include the neighborhoods nearby. If you wish to spread to more neighborhoods, you must have additional members in those neighborhoods join and share the message.

Facebook is one of the most popular social media platforms. We suggest that your Branch create a page. This platform may not be used extensively by current members but will reach widely into the community and target potential members in younger age groups. There are several resources available to help you:

Please visit the SIRInc.org website to access the Facebook "how-to".

SIR's Growth & Membership committee holds periodic Facebook Users' Group meetings
Facebook Users' Group page on the website

It is recommended that you use photos and video extensively. Put positive messages following the branding guidelines for emphasizing fun in your posts. Connect your posts to other regional organizations and events to expand the reach of your Facebook page. You do this by putting their "Facebook name" in the copy of the post.

Please share and comment on the main SIR page: <https://www.facebook.com/sirsocialactivities>. You can also share your posts with the main SIR Facebook page by including "sirsocialactivities" in the post.