

**Subject:** Public Relations report

PASSING OUT PACKETS TO ALL 22 LODGES FOR THEIR  
PUBLIC RELATIONS COMMITTEE:

WITH A DIGITAL CAMERA, CONTACT YOUR COMMUNITY COLUMN  
REPORTER AT YOUR LOCAL PAPER, MOST TIMES YOU ONLY HAVE TO  
E-MAIL THEM THE PICTURE WITH (WHO, WHAT, WHEN AND WHERE) INFORMATION. ALWAYS  
ADD A PLEASE TO PUTTING IT IN AND A THANK  
YOU E-MAIL WHEN THEY HAVE:

PUT PICTURE OF:

NEWLY INSTALLED OFFICERS, NEWLY INITIATED MEMBERS,  
FLAG DAY SERVICES, ETC.

BEGINNING OF MONTH PLACE EVENTS, WEEK OF EVENT PLACE A  
REMINDER.

YOU CAN ALSO E-MAIL INFORMATION TO RADIO STATIONS (OR DROP OFF  
INFORMATION) FOR THEIR COMMUNITY SERVICE SPOT . SAME WITH TV STATIONS. COMCAST  
NEWS MAKERS – VINCE GURRERA

ALWAYS STAY IN GOOD STANDING WITH THE MEDIA. IT HELPS IF THERE IS A MEMBER OR TWO  
WHO HAS CONNECTIONS. USE AS MANY MEMBERS  
AS NEEDED TO GET YOUR PR OUT THERE.

THE CHAMBER OF COMMERCE (IF YOU BELONG) MIGHT HAVE A WEEKLY  
MEMO THAT YOU CAN PLACE YOUR WEEKS ACTIVITIES IN AND THEY MAY  
HAVE A WEEKLY COLUMN IN THE NEWS PAPER “THE CHAMBER AND YOU”, WEIRTON’S  
CHAMBER HAS AND WE HAD VINCE GURRERA’S PICTURE WITH A FEW PARAGRAPHS ABOUT THE  
ELKS. ( LET THE CHAMBER DO YOUR PR FOR YOU)

TRY THE CONTESTS THAT GRAND LODGE PUTS ON, THIS INFORMATION  
WILL BE SENT LATER ALONG WITH THE GRAND LODGE AREA 4 COMMITTEEMAN WHO YOU WILL  
SEND INFORMATION. ONE OF THE CONTEST IS A BROCHURE DUE IN MARCH OF 2012.

THERE IS A MONTHLY REPORT SHEET IN PACKET, MAKE 12 COPIES  
SO YOU HAVE ONE FOR EACH MONTH AND THE REPORT NEEDS TO BE SENT TO ME BY THE 5<sup>TH</sup> OF  
EACH MONTH, ADDRESS AND E-MAIL ADDRESSES LISTED BELOW. REMEMBER TO ADD UP EACH  
SIGN PLACED

AT YOUR CLUB OR LODGE WITH EVENT INFORMATION, REMEMBER ANY  
E-MAILS SENT, IF ON FACEBOOK, OR YOU HAVE YOUR OWN WEB-SITE ALONG WITH NEWSPAPER,  
RADIO OR TV NOTICES. GRAND LODGES WANTS  
TO HEAR FROM EVERY LODGE.

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