



Lions International Public Relations Overview

Agenda

- ▶ Why PR Matters
- ▶ Lions International PR Kit Overview
- ▶ Other PR Resources
- ▶ Q & A Session





Why does PR Matter?

- Maintaining a positive public image of Lions International around the world and in your district can:
 - Increase club membership
 - Generate more interest in club events
 - Result in local news stories about your Lions club



PR Kit Overview

The Lions International [PR Kit](#) is available in 12 languages for all Lions and includes:

- [Media Relations](#) & [Press Conference](#) How-to Guides
- [Media Alert](#), [Media Pitch](#) & [PR Brief](#) Templates
- [Sample Run of Show](#)
- [Media Attendance Tracker](#)





Media Relations How-To Guide

- This guide will prepare Lions public relations leaders to garner news coverage and work with members of the media.
- Covers:
 - Identifying Newsworthy Club Activities
 - Contacting the Media
 - Working with the Media
 - Maintaining Media Relationships



Identifying Newsworthy Activities

- To determine what is a newsworthy story, ask yourself, “Would a non-Lion find this interesting or useful?”
- Decide which club activities are unique and may be of interest to the media. To be considered newsworthy, ideas should be about timely events or activities that:
 - Enhance your local community (parks, school programs)
 - Involve the general public or other community groups (fundraisers, fun run)
 - Perform a public service (vision/health screenings, drug abuse education)



Contacting the Media

- Create a media list by compiling the names of newspapers, radio and television stations in your area, along with their mailing and e-mail addresses and telephone numbers.
- Call each media outlet to determine who the editors or reporters are whom you should send information about Lion activities.
- Utilize and fill out the Media Pitch Template and Media Alert Template found in the Lions International PR Kit.
- Send your pitch via email, follow up by phone.

Working With the Media

- Be available for interviews, to answer questions, provide information or recap events.
- When working on-site at events with media members, be accommodating. Coordinate interviews, photo opportunities, escorting journalists around the event, etc.



Maintaining Relationships With the Media

- Following event coverage keep links to stories and thank the journalist for attending.
- Continue to keep these contacts on hand and pitch to them for upcoming events, and encourage journalists to keep your club in mind for volunteer-centered future stories.





Press Conference How-To Guide

- There are many ways to get the word out about club events to the public – whether via social media, word of mouth or through traditional advertising. Another method of spreading your message is to host a press conference.
- This guide provides some basic do's and don'ts to help you hold a successful press conference
- Covers tips on:
 - When to host a press conference (at an unveiling, groundbreaking ceremony, EOs present, partnership announcement, etc.)
 - How to prepare
 - What to do before, during and after the press conference





Templates



- Media Alert Template
 - Fill this out when information needs to get out to the media quickly. Email the completed document to contacts on a targeted media list.
- Media Pitch Template
 - Consult this document when creating a press release or media alert and sending it to an assignment desk manager, individual reporters or a general news tips email address.
- PR Brief Template
 - Fill out this detailed planning tool when Executive Officers will be attending your club event.
- Sample Run of Show
 - Create a Run of Show to ensure your event goes smoothly. Share this tentative schedule with all team members involved in the production.



Media Attendance Tracker

- This media attendance form will help you track the journalists who attend your press conference or media event.



Media Attendance Form

This media attendance form will help you track the journalists who attend your press conference or media event. Please capture the journalists' names and what media outlets (publication or broadcast station) they work for and submit this form within one week of your event.

Event Name: *

Attendee Report: *

	Outlet Name	Media Type	Journalist Name	Journalist Email	Link to Placement
1		▼			
2		▼			
3		▼			
4		▼			
5		▼			

Where to Find the PR Kit

- Visit the Club Marketing or Marketing Matters page on our website www.lionsclubs.org. Then scroll down to the "Marketing resources" section near the bottom of the page. Then click "PR Kit for Lions" under the PR tools heading.
- Email us at PR@lionsclubs.org

Marketing resources

Once you have a handle on the marketing basics, you're ready to start putting those principals to work. Now you'll need the tools to turn your great ideas into action.

Brand kits

Market like a pro with logos, customizable resources, images videos and more.

- [Brand kit](#)

Social media kits

Get ready-to-use graphics and customizable templates for your social media.

- [Get tools](#)

PR tools

Use public relations to engage your community and your local media to become the talk of the town.

- [Lions Press Center](#)
- [PR Kit for Lions](#)
- [Press release templates](#)



Other PR Resources

- The Lions International Public Relations team is always here to provide support and guidance related to your club events. Reach out anytime at PR@Lionsclubs.org.
- [Lions Press Center](#) features a variety of resources, including media kits, logos, photos, templates and FAQs to help you with your story or PR event.





Questions?

Feel free to reach out at PR@lionsclubs.org