

# Maine Elks Association

## Public Relations Handbook



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# Introduction

This Maine Elks Association Public Relations Handbook has been assembled to provide Lodge Public Relations Chairmen, and their respective committees, with information they can use in establishing, or perhaps improving their ongoing public relations programs.

This handbook attempts to explain the importance of a good public relations program, as well as what is expected of the Lodge Public Relations Chairman. Included is information on working with the media, developing press releases, as well as where and how to publicize information. Sample press releases as well as contact information has also been provided for your convenience.

Though this handbook provides assistance in understanding the importance of a Public Relations program, and more specific information related to the State of Maine, your first and foremost source of assistance should be the latest version of the Grand Lodge **PR & Media Relations Handbook** (Code 510700). Please refer to that booklet for specific answers to questions you may have. The Grand Lodge *PR & Media Relations Handbook* may be obtained through your Lodge Secretary.

It is my hope that you will find this information useful, and that this handbook will be shared with the officers of your Lodge, and any member who has a desire to promote our great Order.

Remember, it is not just the PR Chairman who is responsible for getting the job done. It takes every member of your Lodge to do their part in promoting the Order and its programs. The rewards you reap for your Public Relations efforts will be returned many fold, and will benefit your Lodge for many years to come.

Wayne Cotterly, PER  
Public Relations Director  
Maine Elks Association

# Public Relations Quick Reference Guide

The first section of this handbook is essentially a quick reference guide, which provides the reader with a brief overview of the Public Relations program. References are made to more detailed information later in the book, should the reader wish to dig a bit deeper.

It is recommended that if you are short on time, that you read through this section first, and then, when time permits, you can use the additional information provided later in the handbook. However, it is strongly recommended that Public Relations Chairmen review the entire booklet to more fully understand their role.

## The Elks Public Relations Program

The Elks Public Relations program involves developing and establishing a connection with the Public at large. The goals of the program are:

- Improving Community Relations
- Crisis Management
- Improving Government Relations
- Providing Internal Relations
- Establishing Media Relations
- Producing Publicity

For more detailed information on the Public Relations program, see “Elks Public Relations” beginning on page 15.

## Why Bother With Public Relations?

Developing a public relations program is essential to the success of the Lodge. If we don't blow our own horn, no one else will.

For more detailed information see page 18.

## The Impact of Public Relations

The Elks Public Relations program has an impact on everything we do. It affects:

- Membership Growth
- Government Relations
- Americanism
- Hoop Shoot Participation
- Soccer Shoot Participation
- Scholarships
- Veterans Programs
- Community Image
- Fundraisers
- Donations

Through the use of a good public relations program, the above programs can become more successful. For more information see page 19.

## The Public Relations Chairman

The Public Relations Chairman should be someone who:

- A member who is willing and capable of presenting the Lodge in a positive light.
- A person who has good oral and written communications skills
- Knowledgeable about the Elks
- Knowledgeable about the Lodge and its programs
- Enthusiastic about the position
- Able to get the job done

Duties of the Public Relations Chairman include:

- Training the members of the Lodge in Public Relations
- Developing media releases regarding the Grand Exalted Ruler's visit to the Lodge
- Assisting with the Lodge Newsletter
- Assist Lodge Committees with media coverage
- Develop media releases regarding the Lodge on Anniversary years (25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>)
- Advise the Lodge of ongoing current information on Grand Lodge policies
- Develop media contacts
- Develop Lodge public relations activities and programs
- Prepare and publish a Lodge brochure to be used by the Lodge
- Develop a manual that describes the procedures to be used by the Lodge in Public Relations.

- Maintain a 12-Month calendar to anticipate activities occurring in the next 12 months.
- Send monthly reports to the State Public Relations Director.
- Keep the Lodge informed about public relations supplies kept at Grand Lodge supplies and shipping department.
- Assist the Lodge in sending fraternal news items to the Elks Magazine.
- Create media releases regarding all information sent to you by the Grand Lodge Public Relations Committee Chairman on Elks Disaster Relief.
- Provide assistance to the Grand Lodge Public Relations Committee or State Public Relations Director when needed.

For more information, see page 20-21.

## The Public Relations Committee

Considered by some as the largest committee in Elksdom, the Public Relations Committee consists of not only the Public Relations Chairman, but the Exalted Ruler, Officers, Committees, and of course every member.

## Lodge Public Relations Policy

It is essential that each Lodge develop a Public Relations Policy that clearly establishes as to who the spokesperson is for the Lodge. This can save a Lodge from potentially damaging information being given to the media by an uninformed or misinformed member.

For more information see page 22.

## Contacting the Public

To contact the public, you need to determine who your audience is, what the message will be, and how to best disseminate that information. You have the following methods of contacting the public at your disposal:

- |                      |                                |
|----------------------|--------------------------------|
| • Newspapers         | • Direct Contact               |
| • Radio              | • Magazines                    |
| • Television         | • Public Service Announcements |
| • Public Access TV   | • Yellow Pages                 |
| • Direct Mail        | • Posters & Bulletin Boards    |
| • Internet (Website) | • Brochures and Flyers         |
| • Elks Magazine      | • Newsletters                  |
| •                    |                                |

For more information, see pages 23-24.

# Writing Press Releases

To get your message out to the media, it should be in the form of a Press Release. Below is a description of the format. For more information, see page 25-27

## Press Release Format

**FOR IMMEDIATE RELEASE**, or;  
**FOR RELEASE ON (DATE)** or;  
**FOR RELEASE THE WEEK OF (DATE)**.

**Contact Information:**

**Headline:**

**Dateline:**

**Lead Paragraph:**

**Text:**

**Recap:**

For more information, and a sample press release, see page 20, and pages 43-50.

## Press Release Do's & Don'ts

In preparing your press releases, there are some things to keep in mind that will improve your chances of getting an article published. Keep in mind the following:

- Do prepare your release far enough in advance to check for accuracy
- Do write an abbreviation only after you have written out what it stands for in the article (e.g. The Maine Elks Association (MEA) met today...).
- Do write in language your audience will understand
- Do use a word processor, and e-mail whenever possible
- Do use correct grammar, spelling and punctuation
- Do keep your release as brief as possible (less than 3 pages)
- Do keep your sentences short on the average.
- Use vivid language that brings your release to life. Put action in your verbs.
- Include a photograph to accompany the article if at all possible...remember, a picture speaks a thousand words.



- Always double-check your work for accuracy
- Always try to summarize the entire article into the first paragraph. If the reader wishes to obtain further information, they can continue to read further into the article.
- Use capital letters, italics, bold, or underlining, **only** to emphasize a word or sentence
- If possible, have another person read your article for their perception...you may be surprised at what they read into the article.
- Always report objectively on events
- Prefer the simple to the complex
- Write as you talk
- Tie in your story to your readers experiences
- Make full use of variety in your writing
- Write to “Express” not “Impress”
- Make sure the information is newsworthy
- Tell the audience that the information is intended for them and why they should continue to read it.
- Start with a brief description of the news, and then distinguish who announced it, and not the other way around.
- Ask yourself, "How are people going to relate to this and will they be able to connect?"
- Make sure the first 10 words of your release are effective, as they are the most important.
- Deal with the facts
- Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, and Web site address.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.
- Avoid needless words
- Avoid the excessive use of adjectives or fancy language
- Don't use acronyms that your audience won't understand (e.g. PER, PDDGER, PSP, etc). Instead, write in understandable terms (Past Lodge President)
- Don't use titles that the public will not understand
- Don't expect the media to “rush” your release to press. Give them time
- Don't puff up a story with flowery adjectives...let the facts speak for themselves

## Photographs

Photographs can greatly enhance an article as a picture speaks a thousand words. When using photos, do not include photos that depict the Elks:

- Drinking
- Smoking
- Gambling
- Immoral Acts or Gestures

For more information on using photos, see page 29.

## Public Relations Opportunities

Not sure what is considered newsworthy? Try the following:

- Charitable Events
- Scholarships
- Flag Day
- Large Donations to Charity
- Youth Activities
- Elk of the Year
- Boy & Girl Scouts
- Veteran Activities
- Community Services
- Awards and Recognition received by the Lodge
- Events that promote the Elks in a positive light
- Officer Installation
- ER to Grand Lodge Convention
- Flag Day Services
- Youth Awards Night
- Scholarship Winners
- Americanism Essay Contest
- Drug Awareness Coloring, Poster, Essay Contest
- MVS Scholarships
- Veterans Programs
- Hoop Shoot Contest
- Soccer Shoot Contest
- Elk of the Year
- Citizen of the Year
- Student of the Year
- Eagle Scout Recognition
- Girl Scout Gold Recognition
- Volunteer Recognition
- Lodge Anniversaries (25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>)
- Community Programs
- Special Programs for Charities
- “B.P.O. Elks” Birthday
- Election of Officers
- State Convention
- Mothers Day Program
- Fourth of July Program
- Elks Memorial Service
- Christmas Charity Programs
- Teenager of the Month/Year
- Adopt-a-Vet Program
- Adopt-a-Highway Program
- Elks Youth-Veteran Program

## Public Service Announcements

Public Service Announcements can be a good way of connecting with larger groups of people through radio or television. The process of writing a “PSA” is simple, and uses some simple guidelines. Essentially, if you set your word processor to 75 characters across each line, 14-16 lines will give you approximately 60 seconds, 7-8 lines for 30 seconds, and so on. For more information see pages 30-31.

## Working with the Media

Establishing a good working relationship with the media is essential to a successful public relations program. In working with the media you should keep in mind the following:

- Be sincere, to the point, and accurate
- Don't send out messy press releases, poor photos, or releases where you obviously filled in the blanks
- Don't ask the editor or reporter to send you copies of the story, or extra copies. Buy a newspaper instead.
- Don't ask editors when they will use the article
- Don't Exaggerate
- Don't refer to advertising, or friends in high places as a means of influencing the editor
- Don't send releases to personal friends at the paper unless that friend is in charge of the section to which that release would apply.
- Don't, above all, offer special favors or treatment to get your article published.
- Don't call higher ups each time a story is not published, or is given poor treatment. Editors will resent routine questioning of their news judgment.
- News is a two way street, the reporter needs the news as much as you need to provide it.
- Respect a reporters professionalism, don't try to “buy” your way into getting your story published.
- Never lie to a reporter, they will find out the truth eventually.
- If you don't know the answer, say so!
- Do not presume a reporter knows what you are talking about
- Always return a reporters phone calls

For more information, see pages 32-33.

## Elks Magazine Submissions

Plan to include the Elks Magazine in your Public Relations program; you should submit articles on the following:

- Youth Programs
- Veterans Service Activities
- State Major Projects
- Drug Awareness Programs
- Fund-raisers for Charity
- Visits of the GER
- Elks National Foundation Activities
- Institution of New Lodges
- Dedication of New Lodge Homes
- Mortgage Burnings
- Obituaries of Grand Lodge Officers

Do not include information on the following, as they are more suitable for local publication only.

- Awards to Elks (i.e., Elk of the Year and other recognition given to Lodges)
- Social and other Non-charitable events
- Non-Elks Activities
- Individual Donations to the Elks National Foundation or to Other Charities
- Blood Drives
- Entries into Parades
- Lodge Officer Installations
- Student/Teenager of the Month/Year
- Initiation Classes or Relative Initiations
- Youth Town-Takeovers
- "Old-Timer" Recognition Programs
- National Youth Week Proclamations
- Obituaries of Non-Grand Lodge Officers
- Publicity for Future Events
- Advertising for Profit or Fund-raising Activities
- Poems, Eulogies, Editorials, and Humor

For more information on Elks Magazine Submissions, see pages: 34-37.

## Reference Information

Reference information is available on the following topics

- How to and who to take to the schools Page 38
- Elks Background Information-pages Page 39-47
- MEA Survey Results Page 48
- Maine Media Contacts Page 49-52
- Public Relations Supplies Page 53
- Press Release Samples Page 54-61
- Websites Page 62

# Elk Public Relations

Congratulations on your appointment to one of the most rewarding committees in Elkdom; The Public Relations Committee.

## *What are Elk Public Relations?*

Elk Public Relations is the establishment and maintenance of a positive relationship between the Elks and the public. Simply put, it is anything that we do as an organization that improves our visibility in the community, and promotes the charitable works of our Order.

## *What are the Goals of the Program?*

The goals of the program are:

- Improving Community Relations
- Crisis Management
- Improving Government Relations
- Providing Internal Relations
- Establishing Media Relations
- Producing Publicity

## **Improving Community Relations**

Community Relations involves enhancing your Lodge's position and participation in the community through outreach efforts mutually benefiting your Lodge and the Community.

In essence, this is one of the most important goals of the Public Relations program. It involves projecting the image that the Elks are more than just another "Club." It involves projecting the image that we are an organization that cares about our community, not just for show, but that we truly live up to the motto that Elks Care—Elks Share!



*Maine Elks Display at the  
Maine Teachers Association Conference*

One of the easiest ways to accomplish this goal is for your Lodge to actively participate in the Grand Lodge Programs. These include the Elks Hoop Shoot, Soccer Shoot, Drug Awareness program, MVS Scholarship program, as well as Americanism and Veterans.

Of course, your community involvement should not be limited to the Grand Lodge programs alone. It should also include your own Lodge programs and community service projects that provide assistance to individuals and organizations within your community.

By promoting these types of programs, your Lodge will be better able to enhance its image as a charitable and benevolent organization. One that is more focused on helping others rather than on itself.

## **Crisis Management**

Crisis management through the Public Relations Program involves maintaining a relationship with the public and media during a crisis situation. In other words, using Public Relations for “damage control.”

Through the regular use of Public Relations, a Lodge may be able to achieve and maintain a positive community image. However, there may be a time in which a situation develops that causes an image-damaging story to be published by the media. Many times, these stories contain inaccurate or misleading information regarding the Lodge or the Order. Lodges should not ignore these stories, but should respond swiftly to correct any misinformation given to the public.

To help minimize a story’s impact, it is vitally important that a Lodge be proactive in contacting the media as soon as it becomes aware of an image-damaging story. Though it may not be able to control the entire situation, a Lodge, at the very least, will have an opportunity to set the record straight, and to correct any erroneous information that may have been given to the public.

In contacting the media, however, a Lodge should focus not only on telling its side of the story, but use the media contact as an opportunity to communicate with the public regarding the positive aspects of the Elks, and the Lodge’s involvement in the community.

By communicating positive information, a Lodge will be able to help take the “edge” off of the article, and give the reader something to else think about, which hopefully will offset the negative slant to the story.

It must be noted however, that “gender issues” affecting a Lodge, MUST be handled through Grand Lodge.

## Government Relations



*MEA State President James Ferland (left) meets with Congressman Michael Michaud at the Maine Elks Youthfest Program in 2003*

Through the use of the Public Relations program, Lodges have an opportunity to represent their interests and activities to their jurisdictions governing bodies and elected officials.

By keeping your government officials regularly informed about your Lodge's community activities, you can develop a relationship that could prove valuable in gaining community support for the Elks and your Lodge.

## Internal Relations

One of the keys to a Lodge's success is having good communications. In the Lodge, this begins with having a good public relations program that focuses not only on communicating externally, but internally as well.

Keeping your membership informed about a Lodge's ongoing activities will not only encourage participation in those activities, but also empower the members with knowledge they can use in promoting the Elks through simple "word of mouth."

"Word of mouth" is one of the easiest and most basic ways available to communicate with the public. Who better to help spread the word about the Elks than the members themselves? This can be best accomplished through the use of a Lodge Newsletter.

Many Lodge's have a "Bulletin" or "Newsletter," which is sent to its members on a periodic basis, informing them of upcoming events and activities. Unfortunately, many of these bulletins contain nothing more than a list of the current officers, dates of committee meetings, a calendar of events, and a message from the Exalted Ruler.

What are these Newsletters missing? Simply put—News!

Sure, it is important to provide a calendar of events and an inspirational message from the Exalted Ruler. But it is even more important to include complete information regarding the Lodge's programs, activities, and events.



The articles you provide your membership do not need to be lengthy, but should contain enough information to allow even a new member to be knowledgeable about a program, how it works, and who to contact for more information.

The Lodge Public Relations Chairman can assist in this effort by working closely with the Lodge's newsletter editor. If the Lodge does not have a newsletter, the Public Relations Chairman should work to establish one.

## **Media Relations**

In an effort to get the word out to the public, it is necessary to establish relationships with the various forms of media. The type of relationship you establish will determine how successful your Lodge's Public Relations program will be. More information on working with the media will be discussed later in this handbook.

## **Publicity**

Publicity is the furthering of your Lodge's interests through target-media coverage of your Lodge's messages and events. It includes a mixture of sales, marketing, advertising, and journalism.

The Lodge Public Relations Committee should assist in all aspects of producing publicity for the Lodge and its programs.

## ***Why Bother With Public Relations?***

As any member of the media can tell you, "Good News" is No news. It is an unfortunate reality, that all too often; "Good News" is passed over by an editor in favor of a more "juicy" story that will keep their audience intrigued, and coming back for more. After all, the newspapers and other media are in the business to sell their products.

If good news is no news, then reporters will only pick up the "Bad News" about a Lodge, or the Elks. That is of course, unless we do something about it!

For this reason, it is essential that each Lodge establish a good Public Relations program that continually works to promote the Order and its programs. Without an Elk Public Relations Program, very few people will ever know about the good that the Elks do every day!

Simply put—If we don't blow our own horn...no one else will!

## *The Impact of Public Relations*

Having a good Public Relations program can have a positive impact on almost everything that we do as Elks. Good PR can help with:

- Membership Growth
- Government Relations
- Americanism
- Hoop Shoot Participation
- Soccer Shoot Participation
- Scholarships
- Veterans Programs
- Community Image
- Fundraisers
- Donations

By keeping the public informed about our programs, we improve our chances of obtaining new members, increase participation in our programs, improve our chances of having successful fundraisers, and improve our Lodge's image in the community.

Remember, if we don't keep the public informed about our programs, the programs may never reach their full potential.



*Americanism Chairman Richie Philbrick explains how to fold the American Flag to three youngsters*



*Maine Elks Mascot, "Elliott the Elk" entertains children from the Maine Children's Cancer Program*

# The Public Relations Chairman

## ***Who Should Be The Public Relations Chairman?***

In appointing a Public Relations Chairman, Exalted Rulers should wisely consider the importance of having a good Public Relations program. The person they appoint can have a significant impact on the success of the Lodge and its programs during the coming year.

The Public Relations Chairman should be:

- A member who is willing and capable of presenting the Lodge in a positive light.
- A person who has good oral and written communications skills
- Knowledgeable about the Elks
- Knowledgeable about the Lodge and its programs
- Enthusiastic about the position
- Able to get the job done

Ideally, the person should be someone who works with the media, or perhaps has an occupation that involves writing on a regular basis. However, these members may not exist in your Lodge's membership. If none are available, then choose someone who shares the qualities listed above.

## ***What are the duties of the Public Relations Chairman?***

It is the duty of the Public Relations Chairman to oversee the compiling and distributing to all news media, those activities of individual Elks and the Lodge as may be appropriate, and to collect and distribute to the Lodge and Elks within the Lodge's area, information which may be of interest to them, or helpful to the aims of Elkdom. It shall be the duty of the chairman to aid in preventing the publication by any news media of anything, which might be detrimental to Elkdom.

The Public Relations Chairman is also responsible for the following:

- Training the members of the Lodge in Public Relations
- Developing media releases regarding the Grand Exalted Ruler's visit to the Lodge
- Assisting with the Lodge Newsletter
- Assist Lodge Committees with media coverage

- Develop media releases regarding the Lodge on Anniversary years (25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>)
- Advise the Lodge of ongoing current information on Grand Lodge policies
- Develop media contacts
- Develop Lodge public relations activities and programs
- Prepare and publish a Lodge brochure to be used by the Lodge
- Develop a manual that describes the procedures to be used by the Lodge in Public Relations.
- Maintain a 12-Month calendar to anticipate activities occurring in the next 12 months.
- Send monthly reports to the State Public Relations Director.
- Keep the Lodge informed about public relations supplies kept at Grand Lodge supplies and shipping department.
- Assist the Lodge in sending fraternal news items to the Elks Magazine.
- Create media releases regarding all information sent to you by the Grand Lodge Public Relations Committee Chairman on Elks Disaster Relief.
- Provide assistance to the Grand Lodge Public Relations Committee or State Public Relations Director when needed.

### *The Public Relations Committee*

By Grand Lodge statute, the Public Relations Committee is charged with implementing the Public Relations Program of the Lodge, the State Association and Grand Lodge.

Who should be on the Public Relations Committee? It should consist of:

- The Public Relations Chairman
- The Exalted Ruler
- The Lodge Officers, and;
- **EVERY MEMBER**

Though the development and maintenance of the Public Relations program rests with the PR chairman, it takes every member of the Lodge to do their part to carry out the program.

## ***Lodge Public Relations Policy***

Though every member of your Lodge should be considered part of the Public Relations Committee, only one or two individuals should be designated as the official spokespeople for your Lodge. In most Lodges this would be the Exalted Ruler or perhaps the Public Relations Chairman.

Because inaccurate, or perhaps image damaging information may be inadvertently given to the media, it is imperative that each Lodge develop a Public Relations policy that designates who is authorized to make statements on behalf of the Lodge, and the process that is used for releasing information. This is necessary to protect the image of Elkdom.



We must protect the positive image of Elkdom through good public relations  
*(Phil O'Brion stands in front of the Maine Elks Booth at the GL Convention in St. Louis)*

Above, Maine Elks Association (MEA) Past State President Phil O'Brion poses in front of the Maine Elks Association Booth at the Grand Lodge Convention. This booth features one of the MEA's major projects, the Maine Children's Cancer Program.

# Contacting the Public

## *Who is your Audience?*

The first step in reaching your target audience is the development of your message. In developing that message, it is important to remember that your audience is not the media, but the residents of your community. The message should be tailored to your target audience, and should be given to the media outlet that will best help you reach that audience.

## *Reaching your Audience*

Now that you have your message, you need to determine how you are going to get that information out to your audience. The most common way of getting the message out is through the media. Below is a list of the many ways you can reach your audience:

- Newspapers
- Radio
- Television
- Public Access TV
- Direct Mail
- Internet (Website)
- Elks Magazine
- Direct Contact
- Magazines
- Public Service Announcements
- Yellow Pages
- Posters & Bulletin Boards
- Brochures and Flyers
- Newsletters

In determining which method to use, you will need to consider the following: Distribution cost, area that needs to be covered, lead-time needed, speed of communication, and the media's audience.

When considering the costs of distributing your message, you want to get “the most bang for your buck.” This is where the determination of whether your message falls into one of two different categories: Advertising or Publicity.

## ***Advertising vs. Publicity***

Advertising is defined as the activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media. It is one of the most obvious ways of promoting businesses or products. However, in the end, the results will depend on the creativity of the ad, its placement, and its size, which will be limited by the advertising budget.

Publicity, on the other hand, is defined as information that concerns a person, group, event, or product, that is disseminated through various media to attract public notice. This is the smart way to promote the Elks. Good publicity allows you to achieve results that are totally disproportionate to the amount of money you spend.

Here are some pros and cons regarding Advertising and Publicity in the print media.

<b>Advertising</b>	<b>Publicity</b>
<p><b>Expensive</b></p> <p>You pay for every placement of your ad, which is obviously going to be expensive if you want a lot of exposure</p>	<p><b>Cost-Effective</b></p> <p>A great story can snowball. Editors may be falling over themselves to cover your event or story. Imagine getting statewide, nationwide or even international exposure, absolutely free.</p>
<p><b>Gets Lost</b></p> <p>Most media clearly separate advertising from editorial. Many readers will therefore find ways to either avoid reading your ad completely, or if they do read it will read it with less interest.</p>	<p><b>You're the Story</b></p> <p>Generally readers buy newspapers to read the news. They buy magazines to read the articles. If you're featured, they will read about you.</p>
<p><b>Lack of Credibility</b></p> <p>Do you believe everything you see in advertisements?</p>	<p><b>Strong Credibility</b></p> <p>Readers trust independent authority figures including reviewers, columnists, journalists and broadcasters. An article about the Elks has far more credibility than an advertisement ever could have.</p>

# The Press Release

In order to get your message out to the media, it will be necessary to develop a press release. This “release” of information needs to be clear and concise, and should include all the points you wish to make, presents the Elks in a positive light, and is the basis for a good news story.

The release also needs to be written in proper English, using correct grammar, spelling, and punctuation. If it is well written, it will be more likely that an editor will use the release as is. If you save them time from having to edit the release, they will appreciate that, and it will be more likely that the release will be published.

In writing your release, try to place the most important information near the top of the release, perhaps in the first paragraph. This way, a reader can get to the point of the article sooner rather than later. If they wish to read further, they can get further details throughout the remainder of the article.

## *Press Release Format*

**FOR IMMEDIATE RELEASE:** These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter. If you need to release the information on a specific date, the use of **FOR RELEASE ON (DATE)** may be used. Or, if your need is less specific, you may use **FOR RELEASE THE WEEK OF (DATE)** instead. Regardless, you will need to let the media know when they can publish the information.

**Contact Information:** Skip a line or two after release statement and list the name, title, telephone, and fax numbers of your Lodge spokesperson (the person with the most information). It is important to give your home number since reporters often work on deadlines and may not be available until the after hours.

**Headline:** Skip two lines after your Contact information and use a boldface type.

**Dateline:** This should be the city your press release is issued from and the date you are mailing your release.

**Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).



- The “**Who**” would be your Lodge
- The “**What**” would be a description of your event, emphasizing the benefits to the reader.
- The “**Where**” and “**When**” would include the location, date, and time of your event. State these facts clearly, and include the full day and date, and use AM or PM to state the times. If the location is not generally well known, then include short directions, including landmarks, street names, and route numbers when possible.
- Include “**Why**” the reader should know about this event. This is your opportunity to make the article “Sizzle” with excitement.

**Text:** The main body of your press release where your message should fully develop.

**Recap:** At the lower left hand corner of your last page, you should summarize the information you just released. Don’t forget to include a contact name and telephone number for readers to obtain more information. Make sure that the telephone will be answered by someone who can answer the questions during normal business hours.

Also, you should include a “tag line” that includes information about the Benevolent & Protective Order of Elks that positions your Lodge as part of a greater organization that does worthwhile things for the community at large. This could include something like this:

*The Benevolent and Protective Order of Elks of the United States of America is one of the oldest and largest fraternal organizations in the country. Since its inception in 1868, the Order of Elks has grown to include over one million men and women in almost 2,200 communities. The Elks dedicate themselves to inspiring civic and national pride through their Americanism Program, support of our nation's youth through the Drug Awareness, Hoop Shoot, Soccer Shoot, and Scholarship programs, and support for our nation's veterans. For more information on the Order, or any of its programs, visit [www.elks.org](http://www.elks.org), [www.maineelks.org](http://www.maineelks.org), or the (Your Lodge Name) Elks Lodge at (Telephone #).*

This is a lot of information, but it positions the Order as a worthy organization, and produces a positive image that will help to offset negative perceptions held by the public.

On the next page is the format for a sample press release.

## Sample Press Release Format

FOR IMMEDIATE RELEASE:

Contact:

Contact Person

Company Name

Telephone Number

Fax Number

Email Address

Web site address

### Headline

City, State, Date — Opening Paragraph (should contain: who, what, when, where, why):

Remainder of body text - Should include any relevant information to your Lodge.

-more-

(If there is more than 1 page use)

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(At the top of the next page): “**Abbreviated headline (page 2)**”

Remainder of the text.

(Restate Contact information after your last paragraph):

For additional information, Contact: (all Contact information)

Event or Lodge History (try to do this in one short paragraph)

###

(indicates Press Release is finished)

## *Press Release Do's & Don'ts*

- Do prepare your release far enough in advance to check for accuracy
- Do write an abbreviation only after you have written out what it stands for in the article (e.g. The Maine Elks Association (MEA) met today...).
- Do write in language your audience will understand
- Do use a word processor, and e-mail whenever possible
- Do use correct grammar, spelling and punctuation
- Do keep your release as brief as possible (less than 3 pages)
- Do keep your sentences short on the average.
- Use vivid language that brings your release to life. Put action in your verbs.
- Include a photograph to accompany the article if at all possible...remember, a picture speaks a thousand words.
- Always double-check your work for accuracy
- Always try to summarize the entire article into the first paragraph. If the reader wishes to obtain further information, they can continue to read further into the article.
- Use capital letters, italics, bold, or underlining, **only** to emphasize a word or sentence
- If possible, have another person read your article for their perception...you may be surprised at what they read into the article.
- Always report objectively on events
- Prefer the simple to the complex
- Write as you talk
- Tie in your story to your readers experiences
- Make full use of variety in your writing
- Write to “Express” not “Impress”
- Make sure the information is newsworthy
- Tell the audience that the information is intended for them and why they should continue to read it.
- Start with a brief description of the news, and then distinguish who announced it, and not the other way around.
- Ask yourself, "How are people going to relate to this and will they be able to connect?"

- Make sure the first 10 words of your release are effective, as they are the most important.
- Deal with the facts
- Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, and Web site address.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.
- Avoid needless words
- Avoid the excessive use of adjectives or fancy language
- Don't use acronyms that your audience won't understand (e.g. PER, PDDGER, PSP, etc). Instead, write in understandable terms (Past Lodge President)
- Don't use titles that the public will not understand
- Don't expect the media to "rush" your release to press. Give them time
- Don't puff up a story with flowery adjectives...let the facts speak for themselves

Remember, your not promoting yourself, an officer, a committee, or individual members. You are promoting the charitable works of the Order, or the Lodge.

Try not to make the press release sound like self-promotion of your Lodge. To avoid this, try to put yourself in the shoes of an outside objective reporter who is writing the release.

For any press release, always try to tie the story into the charitable works of our Order, or how it positively affects the community. By doing so, you may better your chances of having the article published.

## Photographs

If at all possible, you should include a photograph of the event. If you do, you should make sure that your photos do not include any offensive material that may put the Lodge in a bad light:

Do not include photos that depict the Elks:

- Drinking
- Smoking
- Gambling
- Immoral Acts or Gestures

When sending in photographs, make sure to use top quality photos (good lighting, in focus, etc.). You should also identify all recognizable individuals in the picture. If the photo includes a presentation, include a caption that identifies the people from the most to least important.



*Though a lot of fun, and an event that raised money for charity, publishing a "Miss Ugly" photo would not portray the Elks in a positive light.*

Digital photos can be sent by e-mail to most newspapers. These photos do not need to be full resolution when sent, as the resolution when on newsprint is relatively low. By reducing the photo's file size, the newspaper will not have to spend a considerable amount of time downloading your image.

You can also send your digital photos to the Elks Magazine. The photos must be at least 3.2 Megapixel resolution to be useable for publishing. For more information on the magazine's other requirements; see the Elks Magazine Section of this handbook.

When using photographs, try to use presentations to youth, charities, or veterans, as they tend to receive more attention by the media.



MEA presents \$186,712 check to M CCP



Allen St. Pierre serves a veteran at Togus VA

# Public Relations Opportunities

There are many opportunities for the Elks to publicize our activities. Here are some opportunities to get some good PR:

- Charitable Events
- Scholarships
- Flag Day
- Large Donations to Charity
- Youth Activities
- Elk of the Year
- Boy & Girl Scouts
- Veteran Activities
- Community Services
- Awards and Recognition received by the Lodge
- Events that promote the Elks in a positive light
- Officer Installation
- ER to Grand Lodge Convention
- Flag Day Services
- Youth Awards Night
- Scholarship Winners
- Americanism Essay Contest
- Drug Awareness Coloring, Poster, Essay Contest
- MVS Scholarships
- Veterans Programs
- Hoop Shoot Contest
- Soccer Shoot Contest
- Elk of the Year
- Citizen of the Year
- Student of the Year
- Eagle Scout Recognition
- Girl Scout Gold Recognition
- Volunteer Recognition
- Lodge Anniversaries (25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>)
- Community Programs
- Special Programs for Charities
- “B.P.O. Elks” Birthday
- Election of Officers
- State Convention
- Mothers Day Program
- Fourth of July Program
- Elks Memorial Service
- Christmas Charity Programs
- Teenager of the Month/Year
- Adopt-a-Vet Program
- Adopt-a-Highway Program
- Elks Youth-Veteran Program

No matter what your Lodge does, always publicize its events that have an effect on the community at large. Consider what the public would consider newsworthy, not just what we as Elks would consider newsworthy.

# Public Service Announcements (PSA's)

## Radio PSA's

Many radio stations will not accept pre-recorded PSAs, preferring instead to have their announcers read the PSA script "live." A script also gives the station the flexibility to include the PSA in a "calendar of events," if appropriate. If there is a compelling reason to distribute a pre-recorded PSA, check with your local radio station for advice on production.

## TV PSAs

Most TV stations air "calendar" announcements, which are text listings of events. Most will air pre-recorded PSAs, and can give advice on how to get a PSA produced. If you are sending out a pre-produced TV PSAs, it's a good idea to make sure they're closed-captioned for the hearing impaired.

Often a radio or TV station will "adopt" a particular cause and work extensively with an organization to promote it, as well as produce and air announcements, etc.

## Writing a PSA:

Stick to the basics -- who, what, when, where, how, why. Read your PSA out loud, and note the time it takes. A PSA should be concise enough to be read aloud in thirty seconds or less. Most stations use 15, 30, 45, and 60 second spots for PSA's.

A good quick and dirty method of getting the timing right for a PSA would be to set your typewriter margins as follows: Right Margin 85, Left Margin at 10 for a total of 75 characters across. Depending on the words used, 14 to 16 of these lines will give you approximately 60 seconds of script. 7 to 8 lines would give you 30 seconds, etc. (see the 30 second example below)

WHEN TYPING YOUR SCRIPT FOR READING YOU SHOULD USE ALL CAPITAL LETTERS AND IF USING A WORD PROCESSOR DON'T JUSTIFY THE RIGHT MARGIN. ALSO YOU SHOULD NEVER HYPHENATE THE WORDS. ALSO USE DOUBLE SPACING ON EACH LINE, AND IF YOU USE NUMBERS SUCH AS A DATE, YOU SHOULD WRITE IT OUT COMPLETELY. FOR EXAMPLE USE DECEMBER TWENTY FIFTH TWO THOUSAND AND FOUR. IF YOU FOLLOW THESE BASIC RULES YOU WILL END UP WITH A THIRTY-SECOND PUBLIC SERVICE MESSAGE SUCH AS THIS.

Good timing requires reading at a normal pace. To compensate for any differences, always keep the message one to two seconds below your target. If the timing runs short, an announcer can slow down or drag out the end of the script to fill the remaining time.

**Scheduling:**

If you are promoting an event, make sure you mail your PSA to arrive at the stations at least two weeks in advance of the date of the event. If you are sending a PSA that has no fixed time limit, you may want to "freshen" your message by sending a new PSA every few months; if so, indicate on the script, "Air until [date]," and be sure to send a new PSA after the expiration date of the old one. It is also courteous to send a "Kill Date," for when the station may stop using the announcement

Be sure to include contact information: Send the PSA script on your Lodge's letterhead, if possible. Include the name and daytime phone number of a contact person in case the station has questions or needs more information. If you do not want the contact person's phone number broadcast on the air, you should indicate that. If you are including a phone number in your PSA message ("For tickets, call xxx-xxxx"), double-check to make sure the number is correct!

**SAMPLE PSA SCRIPT:**

CONTACT MARY SMITH, 555-1212

(PLEASE DO NOT BROADCAST THIS PHONE NUMBER)

THE ANYTOWN ELKS LODGE WILL BE HOLDING A CHRISTMAS PARTY FOR DISABLED CHILDREN ON SATURDAY, SEPTEMBER TWENTY SECOND, FROM TEN A.M. TO TWO P.M., AT THE ANYTOWN ELKS LODGE, LOCATED AT ONE TWENTY THREE MAIN STREET. THE (EVENT) WILL FEATURE GAMES AND ACTIVITIES, AS WELL AS FOOD AND FUN. THE PROCEEDS OF THIS EVENT WILL BENEFIT THE ANYTOWN FUND FOR NEEDY FAMILIES. FOR MORE INFORMATION CONTACT THE ANYTOWN ELKS LODGE AT FIVE FIVE FIVE ONE TWO THREE FOUR.

(30 Second Spot)



# The Relationship With The Media

## ***News is a two way street***

A reporter's job is to fill column inches or airtime. You have the raw materials they need to do their job: Newsworthy events, expert testimonials, and human-interest stories. Your job is to convince the reporter that your news is the most compelling story for them to cover and share with their readers, viewers or listeners. Your goal then, is to establish a relationship with the reporter that allows this two-way street to flow smoothly. Be a resource for your reporters!

## ***Respect reporters' professionalism***

Journalists are extremely proud and protective of their professionalism. It pays for you to respect that. After all, don't you like to be treated professionally? Do not bribe reporters. Do not offer them money or gifts. Do not go over the top with really expensive briefing lunches. However, a moderately priced lunch or coffee during which you brief on the issues is appropriate.

Also, never create fake journalism awards conveniently presented at your event as a way to lure journalists to your news. Most reporters work for media outlets with strict guidelines on gifts. For example, one newspaper forbids anything more than \$5 in value.

## ***Never lie to a reporter***

Never lie to, or intentionally mislead a reporter. Why? Because they are going to find out the truth sooner or later, and when they find out, your credibility is forever ruined. Trust and integrity are critical in your relationships with reporters. Strong relationships can mean fair and balanced coverage of your issues. Lie to a reporter and your integrity is destroyed. It is unethical.

## ***If you don't know***

If you do not know the answer to a reporter's question, do not make up an answer. You will most likely say something regrettable. If a reporter asks you a question and you do not know the answer, say so and either introduce someone who does know, or find out the reporter's deadline and promise to get back with the answer by deadline. And make sure you do it.

## ***Do not presume a reporter knows what you are talking about***

Acronyms, Elk titles, Elk jargon, and inside lingo are not to be used with reporters. Instead, translate all terms into language that the reporters and audiences will understand.

## ***Always return reporters' phone calls***

Make sure you take a reporters' phone calls. If you regularly miss their calls, they will stop calling. Even if you do not know the answer to a question, be a resource. Tell a reporter: "You know, that's not my area of expertise; but here are three people who do work on that project. You should call them. Here are their numbers." Reporters will appreciate the help.

Here are some things to keep in mind when working with the media

- Be sincere, to the point, and accurate
- Don't send out messy press releases, poor photos, or releases where you obviously filled in the blanks
- Don't ask the editor or reporter to send you copies of the story, or extra copies. Buy a newspaper instead.
- Don't ask editors when they will use the article
- Don't Exaggerate
- Don't refer to advertising, or friends in high places as a means of influencing the editor
- Don't send releases to personal friends at the paper unless that friend is in charge of the section to which that release would apply.
- Don't, above all, offer special favors or treatment to get your article published.
- Don't call higher ups each time a story is not published, or is given poor treatment. Editors will resent routine questioning of their news judgment.

# Elks Magazine Submission Guidelines

## *Speak ... Someone's Listening!*

What's that? You say your Lodge just had a great benevolent event that you'd like to see mentioned in The Elks Magazine? No problem. It is really simple to receive national exposure in the official publication of the B.P.O.E. Just send us news items that fit the Elks Magazine guidelines, which are listed below, and in a short time you, and all the other Elks across the country will be reading about your Lodge.

The magazine's primary function is to publicize all the great things that Elks do for others. So they are most interested in hearing about your Lodge's charitable activities. Relevant news items include those on youth programs, veterans' service activities, drug awareness programs, State Major Projects, Elks National Foundation activities, and fundraisers for worthwhile causes. However, that is just the beginning. Anything that your Lodge does that's charitable, and that benefits its community is perfectly suited to the magazine.

Moreover, the Elks magazine is also interested in hearing about significant news of the Order. These include visits of the Grand Exalted Ruler, the institution of new Lodges; ground breaking ceremonies, and the dedication of new Lodge homes, mortgage-burning ceremonies, and obituaries of Grand Lodge officers.

Please be aware that the news items you submit must be timely, and that you must mail your submission within four weeks of the date of your Lodge's event. Though every effort is made to keep the magazine up to date, due to our production schedule, news items are published at least a few months after receipt, and so it is important that you are heard from as soon as possible.

Also, be sure that the information you provide is clear and complete, and includes the name of a contact person as well as their daytime phone number in case clarification is needed.

And did you say you'd like to include a photo with your submission? Well, by all means, do so! The magazine just loves to print your photographs. However, it is essential that photos be of relevant subject matter.

It is especially important that photos depict people, feature faces, and include the charitable recipients of your Lodge's event (for example, photos should include the veterans or the youngsters being served by your Lodge). Also, keep in mind that photos should not depict more than ten persons or only one person, photos of check presentations are not appropriate, and photos should never indicate alcohol use.

It is equally important that photos are of good quality, as otherwise they simply do not reproduce well in magazine print. Photos of good quality are in focus, well lit, have good contrast, are well composed, and are not excessively grainy.

Do package photos well (protect them in cardboard and do not staple them, bind them in paper clips, or write on their backs) and clearly identify all individuals from left to right on a separate sheet of paper. Polaroid's and negatives, prescreened and panoramic photos **cannot** be used, nor can matte prints-photos must be printed on glossy paper. If you send digital photos, they must be at least 3.2 Megapixel resolution or better.

It is always a good idea to send in more than one photograph, which will allow the magazine editors to decide which is the most suitable for publication-the more you send in, the better your chances are of having one published! Also, be aware that submitted photos may be published in the on-line version of the Elks magazine.

While the magazine is always delighted to hear about your Lodge's events, unfortunately not all submissions are usable. Since the magazine cannot fairly cover all the activities generated by mandatory events-such as the Christmas program, Elks Memorial Sunday, Lodge bulletin and Ritualistic contests, National Youth Week activities, and Flag Day and Veterans Day programs-it is not necessary to submit information about them.

It is also not necessary to submit information on local, district, state, or regional results of the Elks "Hoop Shoot" National Free Throw Contest or the "Most Valuable Student" scholarship contest, as they are covered on the national level only.

And since the magazine exists mainly to publicize Elks charitable activities; news items on such affairs as social events, initiation classes and Lodge officer installations, "old-timer" recognition programs, awards given to Lodges or individual Elks, and non-Elks activities are better suited for your local Lodge newsletter.

Additionally, blood drives, students and teenagers of the month or year, youth town-takeovers, and entries into parades are best published in the local paper.

Remember, benevolence is the cornerstone of Elkdom, and surely every single one of the more than 2,000 Elks Lodges has many charitable events each year that meet the magazine's guidelines.

It really doesn't take that long to put together a submission, and the gain your Lodge will receive in heightened enthusiasm and dedication from seeing its good works written about in the Order's national publication will be well worth it. Below are the complete fraternal news guidelines.

## *Appropriate News Items for the Elks Magazine*

THE ELKS MAGAZINE is always interested in hearing about your Lodge's charitable and civic activities. We would especially like to hear about your Lodge's unique benevolent projects. Please submit news items on the following subjects:

- Youth Programs
- Veterans Service Activities
- State Major Projects
- Drug Awareness Programs
- Fund-raisers for Charity
- Visits of the GER
- Elks National Foundation Activities
- Institution of New Lodges
- Dedication of New Lodge Homes
- Mortgage Burnings
- Obituaries of Grand Lodge Officers

Keep in mind however, that submissions must be timely: You must mail your submission within four weeks of the date of your Lodge's event. It is not a good idea to submit "year in review" articles or the like, as much of the material will be dated and cannot be used.

The information you submit should be clear and complete: answering the "five Ws" (who, what, where, when, and why).

You should also include a contact person and a daytime phone number should they need additional information.

Due to production schedules, expect news items to be published at least two months after submission. Elk's ladies auxiliary activities are covered only if they are in conjunction with a Lodge project.

Submit All Material To:  
The Elks Magazine  
Editorial Department  
425 W. Diversey Parkway  
Chicago, IL 60614-6196

Or

[magnews@elks.org](mailto:magnews@elks.org)

(Please send material as part of the email message itself, not as an attached file.)  
It is always courteous to send a copy of your news item to your Grand Lodge sponsor. Please be aware that submitted photographs may be published in the on-line version of the magazine.

## ***News Items Appropriate for Local News Publication Only***

The following news items are not of sufficient national reader interest and should be submitted only to state and local publications:

- Awards to Elks (i.e., Elk of the Year and other recognition given to Lodges)
- Social and other Non-charitable events
- Non-Elks Activities
- Individual Donations to the Elks National Foundation or to Other Charities
- Blood Drives
- Entries into Parades
- Lodge Officer Installations
- Student/Teenager of the Month/Year
- Initiation Classes or Relative Initiations
- Youth Town-Takeovers
- "Old-Timer" Recognition Programs
- National Youth Week Proclamations
- Obituaries of Non-Grand Lodge Officers
- Publicity for Future Events
- Advertising for Profit or Fund-raising Activities
- Poems, Eulogies, Editorials, and Humor

# How To And Who To Take From Your Lodge Into Your Schools

Elks need to embark on the information age with data, information, contest forms and materials that will enhance your local Lodge's acceptance by your education and recreation institutions in your community

The following are strategies designed to assist your local PR efforts in the school community:

1. Presentation of a variety of Elks National Foundation programs with display posters of Drug Awareness for different levels, Americanism Contests, and a major emphasis on Elks Scholarships. Anywhere you can place them. Example—School lobbies, recreational centers, ball fields, and community centers.
2. Development of Lodge display for presentation at school orientations, and local school fairs or festivals.
3. Be cognizant of conflicts between school board policy makers who state their desire for “the carrot end of the stick” with the local school principals, coaches, and guidance directors who state policy has forbidden Elkdom's programs under guises of lack of insurance, no seventh hour, or time period to permit extra-curricular programs, and claims of being too busy, or just don't see the “carrot on the end of the stick.”
4. Provide attractive giveaways with Elks and America's Logos to generate interest to open the door to one on one discussions or interviews.
5. Use other key areas that include problems, issues of concern, which are not limited to scholarship, drug awareness, Americanism and membership necessitating different preparation for each level school or category. For example, if the school or recreational center has a particular need, then do a Lodge supported effort in support of that need.
6. District training and development of materials for “How to and Who to” in contacting schools to include your individual Lodge's responsiveness in phone calls with timely and knowledgeable replies. Please instruct club employees to take the names and phone numbers in a courteous and friendly manner.
7. Utilize contemporary problems, issues or themes to expand our image and desire to “share and care.” For example, if a partnership in excellence can be arranged with the school or park for a joint program in mentoring services
8. Present your meeting facilities as free to educators or recreational counselors for staff seminars or social gatherings. Please make every effort to recruit educators into your Lodge. It is the first step.

Develop a rapport with the assistant to the superintendent or someone in the district office to enhance Elks program acceptance in schools. Prepare package presentations, photos of potential displays for schools' fairs or festivals, possible luncheon or better yet, breakfast at a time when key personnel can hear a succinct presentation on Elkdom.

# Elks Background Information

The following background information has been included to provide Public Relations Chairmen with information they can use to promote the Order and its programs.

## *Overview of the Elks*

The Benevolent and Protective Order of Elks of the United States of America is one of the oldest and largest fraternal organizations in the country. Since its inception in 1868, the Order of Elks has grown to include nearly 1.2 million men and women in almost 2,200 communities.

The BPO Elks is committed to the ideals of charity and patriotism. To that end, Elks have now disbursed over the Order's 132 years more than \$2.69 billion in cash, goods, and services to the nation's youth, its veterans, the disadvantaged and handicapped, and in support of patriotic and civic programs. In the 1998-99 fiscal year alone, the BPO Elks expended in such fashion over \$160 million, and the Order ranks as one of the largest private providers of college scholarships in the nation.

The Elks have created a quiet network of good deeds that has profoundly changed millions of lives for the better, yet there is little public awareness of the impact of their vital work. Why is this so? Quite simply, the Elks have rarely sought recognition, neither have they gone to the general public with fund-raising efforts nor received monies from any level of government. Indeed, the flow of money and goods moves in the opposite direction: the Elks donated to the government the first veterans hospital; contribute regularly to schools and police and fire departments; and assist the young and the needy throughout this great nation.

How could this powerful force have come into being? And where does all this charitable giving come from? From the generous hearts of Elks members whose willingness to share, whose prudent long-term planning, and whose time devoted to serve--for free and with enthusiasm--infuses the Order with an exuberant and enduring expression of the true volunteer spirit.

Of note is that the elected leadership of the BPO Elks--from the Exalted Rulers of the local Lodges to the national president, known as the Grand Exalted Ruler, and other decision-makers at the various levels--serve without salaries.

The organization of the Elks is democratic representation, with overall statutes set through voting at national conventions. The BPO Elks national headquarters is based in Chicago. The Chicago campus is also the site of the Elks Veterans Memorial Building; the home of the Elks National Foundation, the Order's charitable trust; the Elks National Veterans Service Commission; and The Elks Magazine, the official publication that is sent to every member of the Order.



## ***The Elks and Youth***

Of everything that the Elks do, perhaps nothing is more important than their work with the country's youth. The efforts of the Elks on behalf of the young--in Scouting and scholarships, sponsoring athletic and artistic endeavors, youth camps, and drug awareness programs--sow the seeds of accomplishment and commitment that benefit the nation. The work and generosity of the Elks help today's youth become tomorrow's scientists, industrialists, academics, artists, athletes, and much more.

In the 1940s, the Elks made a commitment to "lay a solid foundation for the future; building the moral and physical character of American boys and girls, the leaders of tomorrow." Since then, the Elks have done much to fulfill that self-charged responsibility--and not for fanfare or publicity, but simply because they knew it was the right thing to do.

### **Youth Activities**

In many communities, Elks Lodges sponsor Scout troops, offering the Lodge as a meeting place and also providing equipment. Lodges also support Boys and Girls Clubs; 4-H programs; youth athletics and arts programs, including Little League, football and soccer teams, debate and speech programs, fine arts contests, and other local youth organizations.

One of the Order's most impressive youth programs is the Elks "Hoop Shoot" National Free Throw Contest. With more than 3 million participants annually, ages 8-13, the odds of making it to the championship round of the Elks "Hoop Shoot" are more than 40,000 to 1. The odds of capturing one of the six national titles that are up for grabs each year are more than 500,000 to one!

At an Elks "Hoop Shoot" Free Throw Contest, boys and girls in one of three age-groups, 8-9, 10-11, 12-13, attempt to sink 25 free throws--10 in the first round, 15 in the second, with ties being resolved by five-shot shoot-offs. The competition's fierce, but fun. And that's one reason that the Elks "Hoop Shoot" has grown, since 1946, from a local youth activity at Corvallis, Oregon, Elks Lodge to the largest coeducational sports program in the country.

### **Handicapped Youth**

Nationally and locally, the Elks have worked diligently to better the lives of handicapped youngsters. The Order has a long history of supporting Special Olympics events, donating special equipment and supplies to the families of disabled children, sponsoring the treatment and research of many illnesses that affect children, and arranging for medical personnel to provide free in-home therapy services.

## **Drug Awareness**

The BPO Elks, both at the local level and through its national Elks Drug Awareness Education program, has done stellar work in informing the nation's youth and their parents about the dangers associated with using illegal substances, tobacco products, and alcohol. Since 1983, the Elks have distributed more than 150 million pieces of educational literature to students, educators, and parents. But besides their educational efforts, the Elks work with other organizations and agencies to provide youth with healthy and safe alternatives to using drugs and alcohol. Local Lodges sponsor drug- and alcohol-free post prom and graduation parties and dances as well as a host of other activities. The Elks also provide financial support to law enforcement agencies for their efforts to curb the growth of drug use and encourage children and young adults to make healthier decisions.

## **Scholarships and Grants**

With monies from local Lodges and from the national organization, the Elks typically donate around \$8 million in scholarships each year. On the local and national level, Elks award scholarships and grants to Boy and Girl Scouts; exemplary high school seniors through the Elks "Most Valuable Student" scholarship program; the children of Elks, through the Elks Legacy Awards and Emergency Education Fund Grants; and the disadvantaged. The Elks rank as one of the largest providers of college scholarships in the United States.

## **The Presidents' Summit for America's Future--America's Promise**

In the spring of 1997, the BPOE publicly announced its current goals for laying a solid foundation for the leaders of tomorrow, making several pledges to America's Promise: The Alliance for Youth. One of the pledges was to commit \$34.9 million a year in support of Scouting, athletic programs, and other youth organizations and programs by the year 2000. Each year since the Order has surpassed that goal, which is due in large part to the efforts of local Lodges. Another one of the commitments made by the Order to America's Promise was to pledge to commit \$12.1 million a year in aid and treatment for children with disabilities as well as in drug education and prevention programs by 2000, and this goal was exceeded long before 2000. The BPOE had also pledged to commit \$6.5 million a year in scholarships by the year 2000, another goal surpassed.

## **Celebrating Our Youth**

Like no other fraternal organization, the Benevolent and Protective Order of Elks is committed to celebrating the accomplishments of the country's youths. The first week in May each year, the Order holds its Elks National Youth Week, recognizing young people for their involvement with and achievements in the community. Traditionally, the Elks present awards and plaques to outstanding youngsters during this week, in addition to hosting programs, similar to the ones that are held all year, that provide youths with even greater chances to play an active role in their communities.

From sponsorships of youth fairs, career nights, student government days, athletic and educational programs, clubs, scouting troops, and much more, the Elks truly are making a difference in the lives of so many young people. It's this caring commitment that makes the BPOE the fraternal organization most actively engaged in promoting strong and healthy futures for young people.

### ***Remembering Our Nation's Veterans***

Since 1917, the Benevolent and Protective Order of Elks has demonstrated its compassion for the veterans of our armed forces through a number of programs and activities. The Elks realize that in every state, city, town, and village in our nation there is a hospital, nursing home, or VA medical center that houses a living veteran deserving utmost respect. And that is why the Order made a pledge in 1946 that "So long as there are veterans in our hospitals, the Benevolent and Protective Order of Elks will never forget them."

While visiting VA medical centers, many Elks choose to entertain veterans by hosting coffee and ward socials, magic shows, musical concerts, games, bingo, or an afternoon an evening of movies. Often, Elks members demonstrate their compassion and gratitude for veterans in the simplest of ways--reading to a blind veteran who sacrificed his sight in defense of the nation or by listening to the stories that a veteran has to tell. While visiting VA medical centers, the Order not only entertains veterans but frequently provides much-needed supplies and equipment to the hospitals and a wide range of smaller amenities to the veterans. Some items that are perennial favorites for the Elks to give these brave men and women are greeting cards for holidays, birthdays, and all other occasions; envelopes, stationery, and first-class postage; lap robes, slippers, and toiletry items; books, recent issues of pictorial magazines, and crossword puzzles; occupational and manual-art supplies, including hides from the Elks Veterans Leather Program; board games; jigsaw puzzles; fishing and golf supplies; small appliances like radios, hot-air popcorn poppers, and televisions; and homemade cookies and pastries.

Local Lodges that aren't close to a VA medical center make sure that they remember veterans residing in nursing homes throughout their community. These veterans, like the ones residing in VA facilities, are often "adopted" by the Elks and invited on fishing trips, sightseeing tours, golf outings, ball games, or to the Lodge for lunch or dinner. Veterans often are honored guests at a lodge's holiday and special events.

The Order's history of caring for veterans is something for which every Elk is proud, and that pride shows permanently in the Elks Veterans Memorial, an awe-inspiring monument on Chicago's lakefront. Dedicated in 1926 to the memory of those who had fought in World War I, the memorial was rededicated in honor of the men who served in World War II. Rededications followed in 1976 for the patriots of the Korean War and Vietnam, and in 1994 for the men and women who have served in all of our nation's conflicts since.

## ***The Elks and Patriotism***

Since the earliest days of the Order, patriotism has been among the many hallmarks that make the Benevolent and Protective Order of Elks stand out from other fraternal organizations. With a membership comprised entirely of U.S. citizens, the BPO Elks is committed to promoting the principles of individual freedom, opportunity, and dignity.

### **The Stars and Stripes**

Elks have always been moved by the flag of the United States of America, which is why, in 1907, Elks members adopted a resolution designating June 14 as Flag Day. In 1911 the Grand Lodge mandated that all local Lodges observe Flag Day with appropriate ceremonies, making the Elks the first national fraternal organization to require the observance of Flag Day. Finally, on August 3, 1949, President Harry S. Truman, himself a member of the Order, permanently designated June 14 as Flag Day by signing an act of Congress.

But observing Flag Day isn't the only way that the Order demonstrates its deep reverence for the banner that symbolically embodies the values of the nation. Many Lodges give or sell flags to worthy groups and provide training in proper flag etiquette. Some Lodges even provide flags for newly sworn citizens, while other Lodges give flags to their local schools for display in the classroom and provide educational materials to help grade school students learn the Pledge of Allegiance. Each year, Elks across the country sponsor essay contests that encourage elementary and high school students to explore why the flag is important in their lives.

### **Lady Liberty**

At their 1983 national convention, the Order of Elks passed a resolution endorsing the Liberty Centennial Campaign's work to restore the Statue of Liberty and Ellis Island and pledging its full support to the campaign. For its part, the Order vowed to raise one million dollars in three years. Elks from across the country enthusiastically responded to the Order's pledge, and by 1986, the Order had exceeded its original goal, contributing more than \$1.38 million to restore this treasured symbol of the nation's promise of freedom and opportunity.

### **Civic Pride**

In nearly 2,200 communities, local Elks Lodges work valiantly to promote civic pride. Local Lodges regularly hold functions to recognize and celebrate the achievements of local emergency services personnel, teachers, leading citizens, educators, students, and government officials. Elks also demonstrate the pride that they feel toward their communities by assisting the efforts of local charitable organizations through volunteer work and financial contributions.

## **In Defense of the Nation**

In times of war and international conflict, the Benevolent and Protective Order of Elks has made considerable contributions to the nation's armed forces. The Order considers its work done to aid in defense of the nation as one of its proudest and most lasting achievements.

### **World War I**

The Elks patriotism and generosity helped the nation to victory in World War I. In 1917, the Grand Lodge allocated \$2 million to finance efforts to assist U.S. soldiers. The Order organized and equipped the first two base hospitals in France, and to accommodate the maimed and wounded, the Elks built a 700-bed Reconstruction Hospital and gave it to the War Department in 1918. This was the first of what was to become the VA medical centers. That same year, the Order built a 72-room Community House to take care of the families visiting the 40,000 soldiers stationed at Camp Sherman, Ohio.

During the war, the Salvation Army was severely handicapped in its great efforts for the servicemen by lack of funds. To make sure that this work continued, the Elks undertook campaigns to raise funds for the Salvation Army, and on many occasions assumed the entire cost of these undertakings. In addition, the Order at Christmastime in 1918 gave the Salvation Army \$60,000 to continue its programs.

Following the war's end, the Elks made 40,000 rehabilitation, vocational, and educational loans to disabled veterans who were ineligible for government help or awaiting approval of their applications. This service was so effective that the government followed the Order's example and established a revolving fund that was the precursor to the GI Bill.

More than 70,000 Elks served in the armed forces during World War I. More than 1,000 made the supreme sacrifice.

### **World War II**

Throughout World War II, the Elks fully contributed to the war effort by providing for members of the armed forces both at home and abroad. By the time hostilities ceased, the Grand Lodge had spent more than \$1.5 million, while local Lodges spent hundreds of thousands of dollars more.

Elks Lodges spearheaded local recruitment efforts, directly helping to enlist more than 142,000 men into the armed forces as well as thousands of construction specialists who dramatically aided the war effort. Additionally, more than 400 Lodges conducted refresher courses that qualified thousands of young men for training as army flying cadets.

During World War II, the Order also realized the need to boost the morale of servicemen stationed far from home. Across the country, the Elks sponsored 155 Elks fraternal centers, where GIs were invited to relax, socialize, and enjoy the hospitality of the Elks. More than one million servicemen visited the center in New York City. For those serving overseas, the Elks prepared and sent care packages containing candy, personal grooming supplies, and other comforting items.

In 1999, the members of the Benevolent and Protective Order of Elks gladly approved a resolution pledging an amount equal to one dollar per member to the National World War II Memorial, to be collected by voluntary donations from the Order's membership. The memorial, to be built on the National Mall in Washington, D.C., will preserve the memory of the more than 16 million people who served in WW II, the more than 400,000 who died, and the millions more who made lesser but nonetheless important sacrifices to support those in combat overseas.

### **Korea and Vietnam**

When war broke out in Korea in 1950, the Elks responded by sending the gift packs as they had done in World War II. In 1951 during the Korean War, the Secretary of Defense appealed to the Order for help in procuring blood for the wounded. Within a few months, the Elks Lodges obtained more than half a million pints.

During the Vietnam War, the Elks again answered the call by beginning the Letters from Home campaign. Elks members from across the nation flooded these fine young men and women with letters expressing gratitude for the sacrifices they were making on behalf of the nation. In addition to the letters, the Order provided care packages to soldiers.

### **Operation Desert Storm**

As in previous conflicts, the Benevolent and Protective Order of Elks was ready to aid the men and women of the U.S. armed forces. Once again, the Elks mounted a letter-writing campaign to thank these patriots for their dedicated service, and gift packs for soldiers were provided as had been done in the past.

At the close of the Gulf War, many Elks Lodges made arrangements to host ceremonies honoring the brave soldiers returning from the conflict in the Middle East, making the Order one of the first organizations to formally welcome these veterans home.

Through these programs and many others, the Benevolent and Protective Order of Elks has truly established itself as a leading force in promoting the values that help shape and strengthen the United States.

## *The Elks and Disaster Relief*

In 1871, a fire devastated the city of Chicago, and the Benevolent and Protective Order of Elks quickly organized and staged a benefit to provide financial assistance to residents most affected by the disaster. Since then, the Order has responded to every major catastrophe (natural or manmade) and played a leading role in providing relief and comfort.

In 1889, the Elks, at the national level, offered financial contributions to assist the families that suffered as a result of flooding in Johnstown, Pennsylvania, and fires in Seattle, Washington. In 1892, the BPO Elks began working with the American Red Cross when it and the Order provided monies for those suffering from a famine in Russia. To this day, the Elks have maintained a partnership with the American Red Cross and developed similar partnerships with other relief agencies.

Following the 1906 earthquake in San Francisco, the Order was the first organization to respond to the call for help. Within 12 hours, the Elks' relief efforts were in full swing. In Oakland, California, the Elks equipped hospitals, established temporary shelters for nearly 2,000 displaced persons, and arranged for provisions to be transported to the area. From across the country, financial donations from Elks came in answer to the pleas of the earthquake victims.

Through the years, the Elks have been responsible for aiding the men, women, and children whose lives have been affected by extraordinary circumstances. No matter the cause of the disaster--torrential rains that led to heavy flooding, explosions in mines, earthquakes, fires, tornadoes, hurricanes, epidemics of various illnesses, and tidal waves--the Elks have been among the first organizations to lend a helping hand in troubled times.

Today, the Benevolent and Protective Order of Elks continues its commitment to participate in disaster relief. Most recently, the Order raised more than \$230,000 to help the families victimized the Oklahoma City bombing and tens of thousands more to provide assistance to the people affected by the Red River flooding, tornadoes in Oklahoma and Kansas, and Hurricanes Dennis and Floyd.

In times of crisis, it has long been a pattern for the Order of Elks to ease the pain of others by providing the necessary relief.

## *How it all began*

The moving spirit for the Elks was an Englishman named Charles Algernon Sidney Vivian. Born October 22, 1842, this son of a clergyman was a successful comic singer and dancer in the music halls of London. In November 1867, Vivian arrived in New York City to try his fortune.

Other actors and entertainers soon gravitated toward his magnetic personality, and soon this group dubbed themselves the Jolly Corks, a name derived from a practical joke of the time.

When one of their members died shortly before Christmas in 1867, leaving his wife and children destitute, the Jolly Corks decided that in addition to good fellowship, they wanted to have a more enduring organization to serve those in need. On February 16, 1868, they established the Benevolent and Protective Order of Elks.

Its social activities and benefit performances increased the popularity of the new Order. Membership grew rapidly. Elks traveling to other cities spread the word of the Brotherhood of Elks. Soon there were requests for Elks Lodges in cities other than New York. In response to these appeals, the Elks asked the New York State legislature for a charter authorizing the establishment of a Grand Lodge with the power to establish local Lodges anywhere in the United States. When the Grand Lodge Charter was issued, the founders then received the first local charter as New York Lodge No. 1 on March 10, 1871.

Over the years, the mission has been consistent, and the membership has become more inclusive. Today's guidelines for membership are that the candidate be invited to join, be a citizen of the United States, and believe in God.

The legacy of Charles Vivian continues to this day. As long as there are those who need help, the Elks will be there to give aid and comfort.



# MEA Survey Results

On October 4, 2003, the Maine Elks Association conducted a Survey of 100 members of the Maine Teachers Association. In conducting this survey, we asked the teachers and school administrators a total of 9 questions related to the Elks. The answers we received were interesting. Here are the results of the survey

***Have you ever heard about the Elks?*** **YES = 93%**

The good news here is that people have heard about the Elks. The bad news is that we don't really know what they have heard about our organization.

***Are you or anyone in your family an Elk?*** **YES = 22.7%**

It was interesting to learn that almost a quarter of the respondents had a family member in the Elks. But after asking those same people if they knew about the Elk Programs, less than half answered yes.

What this means is that our own members are not getting the word out to their families regarding the Elk programs. One of the respondents was the spouse of a Past Exalted Ruler. She was very surprised to learn that we had all of these programs, and would be "having a few words" with her husband when she got home.

***Do you know anything about the Elks Drug Awareness Program?*** **YES= 26.8%**

***Have you heard about the Elks Americanism Program?*** **YES=21.7%**

***Have you heard about the Elks Hoop Shoot Program?*** **YES=38.1%**

***Have you heard about the Elks Soccer Shoot Program?*** **YES=18.6%**

***Have you heard about the Elks Scholarship Programs?*** **YES=46.4%**

***Did you know that the Maine Elks major project is the Maine Children's Cancer Program?*** **YES=39.2%**

***Have you read anything about the Elks in the Newspapers?*** **YES=47.4%.**

Based upon these numbers, we as Elks need to do a better job in promoting our programs through the use of Public Relations.

# Maine Media Contacts

## *Maine Newspapers*

Augusta Kennebec Journal	<a href="http://www.kjonline.com/">http://www.kjonline.com/</a>
Augusta-Capitol Weekly	<a href="http://www.courierpub.com/capitalweekly/">http://www.courierpub.com/capitalweekly/</a>
Bangor-Bangor Daily News	<a href="http://www.bangornews.com/">http://www.bangornews.com/</a>
Bar Harbor Times	<a href="http://www.courierpub.com/barharbortimes/">http://www.courierpub.com/barharbortimes/</a>
Belfast-The Republican Journal	<a href="http://www.courierpub.com/republicanjournal/">http://www.courierpub.com/republicanjournal/</a>
Biddeford Journal Tribune	<a href="http://www.journaltribune.com/">http://www.journaltribune.com/</a>
Biddeford/Saco-Old Orchard Courier	<a href="http://www.biddefordsacoobcourier.com/">http://www.biddefordsacoobcourier.com/</a>
Boothbay Harbor Boothbay Register	<a href="http://boothbayregister.maine.com/">http://boothbayregister.maine.com/</a>
Brunswick The Times Record	<a href="http://www.timesrecord.com">http://www.timesrecord.com</a>
Camden-Camden Herald	<a href="http://www.courierpub.com/camdenherald/">http://www.courierpub.com/camdenherald/</a>
Capital Weekly	<a href="http://www.courierpub.com/capitalweekly">http://www.courierpub.com/capitalweekly</a>
Cape Elizabeth The Cape Courier	<a href="http://www.capecourier.com/">http://www.capecourier.com/</a>
Central Maine-Country Courier	
Central Maine-Bear Facts	<a href="http://www.bearfactsme.com/">http://www.bearfactsme.com/</a>
Damariscotta Lincoln County News	<a href="http://www.mainelincolncountynews.com/">http://www.mainelincolncountynews.com/</a>
Damariscotta-Lincoln County Weekly	<a href="http://www.courierpub.com/lincolncountyweekly/">http://www.courierpub.com/lincolncountyweekly/</a>
Dexter/Dover Foxcroft-The Daily ME	<a href="http://www.thedaily.me.com/">http://www.thedaily.me.com/</a>
Ellsworth The Ellsworth American	<a href="http://www.ellsworthamerican.com/">http://www.ellsworthamerican.com/</a>
Ellsworth The Ellsworth Weekly	<a href="http://www.courierpub.com/ellsworthweekly/">http://www.courierpub.com/ellsworthweekly/</a>
Falmouth The Forecaster	<a href="http://www.theforecaster.net/">http://www.theforecaster.net/</a>
Gorham -Gorham Times	<a href="http://www.gorhamtimes.com/">http://www.gorhamtimes.com/</a>
Gray The Gray News	<a href="http://graynews.maine.com/">http://graynews.maine.com/</a>
Gray The Monument Newspaper	<a href="http://www.monumentnews.com/">http://www.monumentnews.com/</a>
Greenville-Moosehead Messenger	<a href="http://www.moosemessenger.com/">http://www.moosemessenger.com/</a>
Lewiston Sun-Journal	<a href="http://www.sunjournal.com">http://www.sunjournal.com</a>
Lewiston Maine Standard Times	<a href="http://www.twincitytimes.com">http://www.twincitytimes.com</a>
Mid Coast-Coastal Journal	<a href="http://www.coastaljournal.com/">http://www.coastaljournal.com/</a>
Millinocket Magic City Morning Star	<a href="http://magic-city-news.com/">http://magic-city-news.com/</a>
Millinocket-Community Press	
New Gloucester New Gloucester News	<a href="http://www.newgloucesternews.com/">http://www.newgloucesternews.com/</a>
Newport Rolling Thunder Express	<a href="http://www.rollingthunderexpress.com/">http://www.rollingthunderexpress.com/</a>
Norway Advertiser Democrat	<a href="http://www.advertiserdemocrat.com/">http://www.advertiserdemocrat.com/</a>
Oxford Hills Advertiser Democrat	<a href="http://www.advertiserdemocrat.com/">http://www.advertiserdemocrat.com/</a>
Portland Casco Bay Weekly	<a href="http://www.cascobayweekly.com/">http://www.cascobayweekly.com/</a>
Portland-Portland Press Herald	<a href="http://www.portland.com/">http://www.portland.com/</a>
Presque Isle-Star Herald	
Rockland Courier Gazette	<a href="http://www.courierpub.com/couriergazette/">http://www.courierpub.com/couriergazette/</a>
Rockland The Free Press	<a href="http://www.freepressonline.com/">http://www.freepressonline.com/</a>
Rumford-Rumford Falls Times	<a href="http://www.rumfordfallstimes.com/">http://www.rumfordfallstimes.com/</a>
Scarborough-Scarborough Leader	<a href="http://www.scarboroughleader.com/">http://www.scarboroughleader.com/</a>
South Portland-Cape Elizabeth Sentry	<a href="http://www.southportlandsentry.com/">http://www.southportlandsentry.com/</a>
Strong-The Irregular	<a href="http://news.mywebpal.com/index.cfm?pnpid=282">http://news.mywebpal.com/index.cfm?pnpid=282</a>
Waterville-Central Maine Morning Sentinel	<a href="http://www.onlinesentinel.com/">http://www.onlinesentinel.com/</a>
Wiscasset-Wiscasset Newspaper	<a href="http://wiscassetnewspaper.maine.com/">http://wiscassetnewspaper.maine.com/</a>
York-York Independent	<a href="http://www.york-independent.com/">http://www.york-independent.com/</a>
York-York Weekly	<a href="http://www.yorkweekly.com">http://www.yorkweekly.com</a>
York County Coast Star	<a href="http://www.seacoastonline.com/news/yorkstar/">http://www.seacoastonline.com/news/yorkstar/</a>

## ***Television Stations***

Maine Public Broadcasting (PBS)	<a href="http://www.mpbc.org">www.mpbc.org</a>
WABI-Bangor (CBS)	<a href="http://www.wabi.tv">www.wabi.tv</a>
WAGM-Presque Isle (CBS)	<a href="http://www.wagmtv.com">www.wagmtv.com</a>
WBGR-Bangor (PAX)	<a href="http://www.wbgr.com">www.wbgr.com</a>
WCSH-Portland (NBC)	<a href="http://www.wcsh6.com">www.wcsh6.com</a>
WGME-Portland	<a href="http://www.wgme.com">www.wgme.com</a>
WLBZ-Bangor	<a href="http://www.wlbz2.com">www.wlbz2.com</a>
WMTW-Portland	<a href="http://www.wmtw.com">www.wmtw.com</a>
WPME-Lewiston	<a href="http://www.ourmaine.com">www.ourmaine.com</a>
WPXT-Portland	<a href="http://www.ourmaine.com">www.ourmaine.com</a>

## ***Radio Stations***

### **AM Radio Stations**

WGAN	560	Portland	774-4561	News Talk
WFST	600	Caribou	492-6000	Christian Music
WZON	620	Bangor	990-2800	
WJTO	730	Bath	443-6671	Easy Listening
WTME	780	Lewiston	784-5868	Religious/CNN News
WLVP	870	Gorham	797-0780	Talk Radio
WJJB	900	Brunswick	773-9695	Sports/Talk
WABI	910	Bangor	947-9100	Adult Standards
WZAN	970	Portland	774-4561	
WSKW	1160	Skowhegan	474-5171	Sports
WQDY	1230	Calais		Simulcast WQDY-FM
WNZT	1230	Hermon	947-9697	Unknown
WSYY	1240	Millinocket	723-9657	Country
WCNM	1240	Lewiston	784-5868	CNN Headline News
WFAU	1280	Gardiner	623-9000	40's, 50's, and 60's
WLOB	1310	Portland	773-9695	News/Talk
WMDR	1340	Augusta	622-1340	Christian/Inspirational
WNZS	1340	Veazie	947-9697	CNN Headline News
WDEA	1370	Ellsworth	989-5631	Adult Standards
WEGP	1390	Presque Isle	762-6700	News Talk/Public Affairs
WWNZ	1400	Veazie	947-9697	News Talk
WEZW	1400	Augusta	623-4735	Legends
WIDE	1440	Biddeford	282-5121	News Talk/Sports
WJAE	1440	Westbrook	773-9695	Sports/Talk
WKTQ	1450	South Paris	784-5868	Religion/CNN News
WRKD	1450	Rockland	594-9400	Sports Talk
WLAM	1470	Lewiston	797-0780	50's 60's, and 70's
WBAE	1490	Portland	774-4561	Music of your Life
WTVL	1490	Waterville	623-4735	Legends

## FM Radio Stations

WABK	104.3	Gardiner	623-9000	Oldies
WALZ	95.3	Machias	255-4652	Classic Hits
WBCI	105.9	Bath	725-9224	Christian/Talk
WBFB	104.7	Belfast	947-9100	Country
WBLM	102.9	Portland	774-6364	Album Oriented Rock
WBOR	91.1	Brunswick	725-3210	Eclectic/Progressive
WBPW	96.7	Presque Isle	769-6600	Hot Country
WBQI	107.7	Bar Harbor	288-4166	Classical
WBQQ	99.3	Kennebunk	967-0993	Classical
WBQW	106.3	Scarborough	775-2444	Classical
WBQX	106.9	Thomaston	594-9283	Classical
WBYA	105.0	Islesboro	236-2452	Music of your Life
WBZN	107.3	Old Town	989-5631	Christian
WCLZ	98.9	Brunswick	744-6364	Adult Alternative
WCME	96.7	Boothbay Harbor	623-9000	Simulcast WABK-FM
WCRQ	102.9	Dennysville	454-7545	Hot Adult Contemporary
WCTB	93.5	Fairfield	474-5171	Classic Hits
WCXU	97.7	Caribou	473-7513	Adult Contemporary
WCXX	102.3	Madawaska	800-660-9298	Adult Contemporary
WCYI	93.9	Lewiston	774-6364	Alternative Rock
WCYY	94.3	Biddeford	774-6364	Alternative Rock
WDME	103.1	Dover-Foxcroft	564-2642	Adult Contemporary
WEBB	98.5	Waterville	623-4735	Country
WERU	89.9	Blue Hill	469-6600	Eclectic/Progressive
WEZQ	92.9	Bangor	989-5631	Lite Rock
WFNK	107.5	Lewiston	797-0780	Classic Hits
WFZX	101.7	Searsport	947-9100	Classic Rock
WGUY	102.1	Dexter	368-1021	Oldies
WHCF	88.5	Bangor	947-2751	Classic Christian
WHMX	105.7	Lincoln	262-1057	Christian
WHOM	94.9	Mt. Washington	774-6364	Soft Rock
WHOU	100.1	Houlton	532-3600	Bright Adult Contemp.
WHQO	107.9	Skowhegan	474-5171	Talk
WHXQ	104.7	Kennebunkport	967-0993	Classic Rock
WHXR	106.7	Windham	797-0780	Classic Rock
WIGY	97.5	Madison	623-9000	Simulcasts WSKW
WJBQ	97.9	Portland	774-6364	Top 40
WJCX	99.5	Pittsfield	800-797-9529	Contemp Christian/Talk
WJJB	95.5	Topsham	773-9695	Sports/Talk
WKCG	101.3	Augusta	623-9000	Adult Contemporary
WKIT	100.3	Brewer	990-2800	Classic Rock
WKSQ	94.5	Ellsworth	947-9100	Adult Contemporary
WKTJ	99.3	Farmington	778-3400	Adult Contemporary
WLKE	99.1	Bar Harbor	667-7573	Country

WLOB	96.3	Rumford	773-9695	News/Talk
WMCM	103.3	Rockland	594-9400	Country
WMEA	90.1	Portland	874-6570	Maine Public Radio
WMEB	91.9	Orono	581-4340	Alternative Progressive
WMED	89.7	Calais	874-6570	Maine Public Radio
WMEF	106.5	Fort Kent	874-6570	Maine Public Radio
WMEH	90.9	Bangor	874-6570	Maine Public Radio
WMEK	99.9	Auburn	797-0780	Adult Contemporary
WMEM	106.1	Presque Isle	874-6570	Maine Public Radio
WMEP	90.5	Camden	874-6570	Maine Public Radio
WMEW	91.3	Waterville	874-6570	Maine Public Radio
WMGX	93.1	Portland	774-4561	Adult Contemporary
WMHB	89.7	Waterville	872-3686	Eclectic
WMME	92.3	Augusta	623-4735	Christian
WMPG	90.9	Gorham	780-4943	College/Community
WMSJ	89.3	Freeport	856-3448	Contemp Christian Music
WNSX	97.7	Winter Harbor	667-7573	Classic Rock
WOXO	92.7	Norway	784-5868	Country
WOZI	101.7	Presque Isle	769-6600	Pure Gold
WPOR	101.9	Portland	774-4561	Country
WQCB	106.5	Brewer	989-5631	Country
WQDY	92.7	Calais	454-7545	Classic Hits
WQHR	96.1	Presque Isle	769-6600	Hot Adult Contemporary
WQSS	102.5	Camden	594-9400	Rock
WRBC	91.5	Lewiston	777-7532	Diversified
WRED	95.9	Saco	773-9695	Rhythmic Christian
WSHD	91.7	Eastport	853-6254	Diversified
WSHK	105.3	Kittery	749-9750	Classic Rock
WSJB	91.5	Standish	893-7914	Contemp Hit Radio
WSYY	94.9	Millinocket	723-9657	Country
WTBM	100.7	Mexico	784-5868	Country
WTHT	99.9	Lewiston	797-0780	Country
WTOS	105.1	Skowhegan	623-9000	Active Rock
WUBB	95.3	York	436-7300	Country
WUMF	100.1	Farmington	778-7352	College
WUPI	92.7	Presque Isle	768-9741	College
WVOM	103.9	Howland	947-9100	News/Talk
WWBX	97.1	Bangor	947-9100	Contemporary Hit
WWMJ	95.7	Ellsworth	989-5361	Oldies
WWWA	95.3	Winslow	622-1340	Christian
WYAR	88.3	Yarmouth		40's 50's 60's
WYFP	91.9	Harpwell	729-9919	Inspirational Christian
WYNZ	100.9	Westbrook	774-4561	Oldies

# Public Relations Supplies

The following may be ordered through your Lodge Secretary

- **What You Should Know Brochures**  
(Code Number #512500 Revision 10/2003...\$17.00 per 100)
- **Supporting America's Youth** (Code Number 571800...\$17.00 per 100)
- **PR & Media Relations Handbook** (Code Number 510700)
- **BPO Elks Media Relations Manual** (Code 5107-1 Revision 6/97)
- **The Cornerstones of the Elks National Foundation Brochure**
- **Elks National Veterans Service Commission—A Concise History Brochure**
- **Elks Public Service Announcement (CD-R)** (\$10.00 each)
- **ENF Scholarship Brochures (Elks National Foundation)**

**Drug Awareness Materials** may be ordered through the Lodge Drug Awareness Chairman, or contact the Maine Elks Association State Chairman.

Available items include drug specific brochures, bags, gum, pencils, rulers, etc.

# Sample Press Releases

## *Adopt-a-Veteran Program*

FOR IMMEDIATE RELEASE

\_\_\_\_\_ Lodge # \_\_\_\_\_ of the Benevolent and Protective Order of Elks (BPOE) has recently “adopted” \_\_\_\_\_ (name) of \_\_\_\_\_ (town), a veteran of the \_\_\_\_\_ (war/conflict).

The Adopt-A-Veteran program has been an important part of the Elks for many years. Many adopted veterans are hospitalized, and one of the Elks promises is that “So long as there are veterans, the Benevolent and Protective Order of Elks will never forget them.” By adopting a veteran, local lodges display their dedication to that promise.

Mr. \_\_\_\_\_ (veterans name) will be entertained at various lodge functions, such as dinners, outings, etc. as well as being remembered on special occasions, such as his birthday, holidays, and so on.

If anyone knows of a veteran who is in need, please contact the lodge at \_\_\_\_\_ (address) or by telephone at \_\_\_\_\_ - \_\_\_\_\_.

## *Teenager of the Year*

FOR IMMEDIATE RELEASE

\_\_\_\_\_ (Number) area students were honored \_\_\_\_\_ (date) at the \_\_\_\_\_ Elks Lodge # \_\_\_\_\_ at the annual Teenagers of the Year Banquet. Outstanding seniors from \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ High Schools were recognized for their academic, civic, and extra-curricular activities throughout their high school careers. Parents and families were also invited to participate in the festivities.

\_\_\_\_\_, son of Mr. and Mrs. \_\_\_\_\_, and \_\_\_\_\_, daughter of Mr. and Mrs. \_\_\_\_\_ represented \_\_\_\_\_ High School; \_\_\_\_\_, son of Mr. and Mrs. \_\_\_\_\_, and \_\_\_\_\_, daughter of \_\_\_\_\_, represented \_\_\_\_\_ High School; and \_\_\_\_\_, son of Mr. and Mrs. \_\_\_\_\_, and \_\_\_\_\_, daughter of Mr. and Mrs. \_\_\_\_\_, represented \_\_\_\_\_ High School. (Be sure to include all names and schools, correctly spelled)

The Lodge presented each student a (plaque, certificate, check, etc.) as the recipient of his/her school's Teenager of the Year award. \_\_\_\_\_, Lodge scholarship chairman, and \_\_\_\_\_, Exalted Ruler (Lodge President), made the presentations.



***Lodge Hoop Shoot (Upcoming Contest)***

FOR IMMEDIATE RELEASE

\_\_\_\_\_ Lodge # \_\_\_\_\_ of the Benevolent and Protective Order of Elks (BPOE), will hold its annual Hoop Shoot Contest on \_\_\_\_\_ (date) at \_\_\_\_\_ High School, with registration beginning at \_\_\_\_\_ a.m.

Any boy or girl, 8 to 13 years of age is eligible to compete. Each student will shoot 25 free throws, with the winner of each age bracket advancing to the district contest at \_\_\_\_\_ High School (college, university) on \_\_\_\_\_ (date).

Last year's winners included:

8-9 boys \_\_\_\_\_ . 8-9 girls \_\_\_\_\_

10-11 boys \_\_\_\_\_ 10-11 girls \_\_\_\_\_

12-13 boys \_\_\_\_\_ 12-13 girls \_\_\_\_\_

Local Hoop Shoot chairman, \_\_\_\_\_ (name), indicated that spectators are encouraged to attend.

## ***Lodge Hoop Shoot Results***

FOR IMMEDIATE RELEASE

Six local students will be representing \_\_\_\_\_ Lodge # \_\_\_\_\_ of the Benevolent and Protective Order of Elks at the district Hoop Shoot contest

\_\_\_\_\_ (date) at \_\_\_\_\_ High School (College, University)

In the 8-9 year old category, \_\_\_\_\_ won the boys division, making \_\_\_\_\_ of 25 shots, while \_\_\_\_\_ hit \_\_\_\_\_ of 25 shots to win the girls contest.

\_\_\_\_\_ Won the boys 10-11 bracket, hitting \_\_\_\_\_ of 25 free throws, and \_\_\_\_\_ took the 10-11 girls title with \_\_\_\_\_ of 25 shots.

Representing \_\_\_\_\_ Lodge in the 12-13 boys division will be \_\_\_\_\_, who connected on \_\_\_\_\_ of 25 shots, and \_\_\_\_\_, the girls champion, who made good on \_\_\_\_\_ of 25.

All winners advance to the district contest at \_\_\_\_\_ High School (college, university) for a chance to compete in the state contest in Augusta, Maine on February \_\_\_\_\_. Winners at Augusta will compete in the Regional contest at

\_\_\_\_\_ (town, state) on \_\_\_\_\_, with the hopes of advancing to the national championships at Springfield, Massachusetts on \_\_\_\_\_ (date)

## ***Drug Awareness***

FOR IMMEDIATE RELEASE

With a donation of \$ \_\_\_\_\_, \_\_\_\_\_ Lodge # \_\_\_\_\_ of the Benevolent and Protective Order of Elks (BPOE), has committed itself to assisting Local drug enforcement agencies in their battle against illegal drug usage. Many years ago, the Elks dedicated themselves to ridding the community of illicit drug activity through educating young people of the devastating effects of drug abuse.

Local Drug Awareness chairman, \_\_\_\_\_(name) announced the Lodge's commitment to drug education as he presented a check to \_\_\_\_\_(name), head of drug awareness education for the \_\_\_\_\_ Police (Sheriff) Department, \_\_\_\_\_(name of law enforcement contact), stated “ \_\_\_\_\_”

(get a good quote). He/She went on to say that the money will be used to \_\_\_\_\_

This marks \_\_\_\_\_ consecutive years of commitment to local drug awareness education by the \_\_\_\_\_ Lodge.

## ***Flag Day Observance***

FOR IMMEDIATE RELEASE

\_\_\_\_\_ Lodge # \_\_\_\_\_ of the Benevolent and Protective  
Order of Elks (BPOE) will host its \_\_\_\_\_ (number) annual Flag Day  
Observance on June \_\_\_\_\_, beginning at \_\_\_\_\_ a.m./p.m. at the Lodge,  
\_\_\_\_\_ (address)

Guest speaker for the occasion will be \_\_\_\_\_ (name, title).  
He/She will be joined on the dais by \_\_\_\_\_, Exalted  
Ruler (Lodge President) of \_\_\_\_\_ Lodge, plus  
\_\_\_\_\_ (other visiting dignitaries).

The ceremony traditionally draws Elks and guests from the area, along with numerous  
visitors from surrounding communities. The Elks profess a strong sense of patriotism,  
and the Flag Day Observance is one method of publicly displaying that affection for the  
nation's flag.

## ***Elks to Hold Drug Awareness Seminar***

FOR IMMEDIATE RELEASE

The \_\_\_\_\_ Elks Lodge # \_\_\_\_\_ will hold a drug awareness seminar from \_\_\_\_ to \_\_\_\_ a.m./p.m. on \_\_\_\_\_ (date), at the Lodge located at \_\_\_\_\_(address).

\_\_\_\_\_ of the \_\_\_\_\_ Police Department will conduct the seminar. Parents, teachers, and anyone else who would like to attend should call \_\_\_\_\_(contact name) at \_\_\_\_\_ (telephone).

Drug awareness is just one of the Elks' many philanthropic and charitable programs. Others include college scholarships, youth athletic programs, veterans service, aid for people with disabilities, and camps for disadvantaged youths. Nationwide the Elks contributed more than \$143 million in support of these programs last year. For more information on the Elks, go to [www.elks.org](http://www.elks.org), or visit your local Elks Lodge.

***Elks to Celebrate 100 Years of Community Service***

FOR IMMEDIATE RELEASE

The \_\_\_\_\_ Elks Lodge # \_\_\_\_\_ of the Benevolent and Protective Order of Elks will celebrate 100 years of service to the community over the weekend of \_\_\_\_\_ . Festivities will include an open house from \_\_\_\_\_ to \_\_\_\_\_ p.m. on \_\_\_\_\_ (date), a black-tie banquet for members only beginning at \_\_\_\_\_ p.m. on \_\_\_\_\_ (date), and a pancake breakfast fund-raiser for the Maine Children’s Cancer Program from \_\_\_\_\_ to \_\_\_\_\_ on \_\_\_\_\_ (date).

The \_\_\_\_\_ Lodge was instituted on \_\_\_\_\_ (date) with a total membership of \_\_\_\_\_ men. The Exalted Ruler, or Lodge President, was \_\_\_\_\_ (name). Today, the Lodge, located at \_\_\_\_\_ (address) boasts a membership of \_\_\_\_\_ men and women. The Exalted Ruler is \_\_\_\_\_ (name)

\_\_\_\_\_ Lodge is one of 2200 nationwide Lodges in the Chicago-based charitable organization. Last year, over 1 Million Elks contributed more that \$143 Million to charitable and philanthropic programs. These include youth athletic and drug education programs, college scholarships, veterans service, and aid for people with disabilities, and the Maine Children’s Cancer Program, a major project of the Maine Elks Association. The primary beneficiary of the \_\_\_\_\_ Lodge’s charitable work is the \_\_\_\_\_ (charity). The Lodge annually raises about \$ \_\_\_\_\_ for the group.

Among the Elks dignitaries who will be helping the Lodge celebrate is \_\_\_\_\_ of \_\_\_\_\_, a national officer in the organization.

# Public Relations Reference Information

## *Website's*

### **Benevolent & Protective Order of Elks**

<http://www.elks.org>

### **The ABC's of Publicity**

[http://www.elks.org/GrandLodge/Manuals/abc\\_index.cfm](http://www.elks.org/GrandLodge/Manuals/abc_index.cfm)

### **Seven Easy Steps to Planning and Staging a Special Event**

[http://www.elks.org/GrandLodge/Manuals/pr7\\_index.cfm](http://www.elks.org/GrandLodge/Manuals/pr7_index.cfm)

### **Maine Elks Association Home Page**

<http://www.maineelks.org>

### **Maine Association of Broadcasters Digital Directory**

<http://mcweb01.memberclicks.com/mc/prelogin.do?hidOrgID=mab>

(Enter guest as the user and guest as the password)

# Bibliography & Reference Materials

The Book on Maine Broadcasting-Maine Association of Broadcasters  
PR and Media Relations Handbook-Grand Lodge BPOE  
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Public Relations Guide-Robert F. Shell, PSP-PGLC-PR  
Public Relations Manual-Robert F. Shell PSP-PGLC-PR  
Grand Lodge Public Relations Seminar Materials-GL Convention 2003  
Backgrounder-Grand Lodge BPOE  
BPO Elks Website: [www.elks.org](http://www.elks.org)

Photos by Wayne Cotterly, Maine Elks Association Public Relations.