



Serra Club Communications (Serra or Sierra?)

“There is No Story Told Until It is Told”

Internal Public Relations: Share News with the Serra Community

Local

- Distribute regular mailings
- Publish informative Newsletter
- Consider publishing a web site

District

- inform District Governor and Governor Elect of club news and events
- Provide information for District Newsletter

National

- Submit successful club activities to SERRAN Magazine
- Include photos with story when possible



External Public Relations

Share Serra with the Community at Large

- Personal Public Relations
 - Be able to respond to the question: What is Serra?
 - Be an example of what Serra is about
- Speakers Bureau
- Audio and Videotape Library
- Publish a Serra Newsletter
 - A Newsletter is critical to the efforts to share Serra with the members. It informs people of activities and shares information with the general community.
 - The following suggestions should make publishing a newsletter easier for those producing it.

Elements of a Serra Club Newsletter

- Calendar of meetings and events
- Messages from President and Chaplain
- News about club or members
- Information for local clergy
- Reports on newsworthy events
- Emphasis on district, national and International activities, initiatives and programs
- Topical articles
- Freshness!



Five Rules of Meaningful Content

Make it:

- **Topical**
- **Readable**
- **Useful**
- **Balanced**
- **Compelling**



Write a Good Press Release

- **Decide purpose**
 - why a the press release?
 - What result do you want?
- **Keep it short – usually no more than one page**
- **Print “FOR IMMEDIATE RELEASE” at top**
- **Create compelling headline. Center in bold above body of release.**
- **Include dateline – where release come from**
- **First paragraph must contain where, when, why, what and who.**
- **Whenever possible, Include catchy details, attention grabbers**
- **Simplify interaction – “For additional information contact” name, phone #, web site for more information, answers and interview**
- **Include general paragraph describing Serra and its mission**
- **See [example](#)**

Helpful Tools

- Desktop publishing programs Microsoft Publisher (Word will work), QuarkXPress, Adobe InDesign or Aldus Pagemaker
- Adobe Acrobat creates PDF files (Portable Document Format) files to email to printer or post online
- Hi-speed Internet connection
- Web hosting service; Yahoo.com, Ipower.com
- Accurate mailing lists; club members, parishes, diocesan offices, media, etc. (Keep them current)
- Independent proofreader



Q & A

- Does your club have a Newsletter?
- If yes, how often is it published
- What are your Newsletter elements?
- How about favorite web sites?

