



Employer Support of the Guard and Reserve

Public Affairs Coordinator Training Program

Planning for Publicity

for Professional Volunteer Development

Presenter: Alvin E. Burzynski

Public Affairs Coordinator Training Program

A Six Module Program

- Module 1—The Need for Publicity
- Module 2—Writing for Print Media
- Module 3—Broadcast Media
- Module 4—The Art of Photography
- Module 5 —Managing Trade Shows
- Module 6—Training the Public Affairs Representative

Public Affairs Coordinator Training Program

Module 1 **The Need for Publicity**

Upon completion of this Module, you will:

- Have a working understanding of the need for publicity
- Be able to identify and work with all media
- Have a working knowledge of how to plan for publicity
- Be aware of prohibited public affairs activities
- Be able to prepare a public affairs budget

PUBLIC AFFAIRS

TERMINAL LEARNING OBJECTIVE(S)

At the end of this training session, the Volunteer will understand the knowledge, skills, and abilities of the ESGR public affairs program.

ENABLING LEARNING OBJECTIVES

- **Describe the Field Committee's Public Affairs organization.**
- **Describe the media outlets.**
- **Describe the sequence of public affairs actions to be taken:**
 - **Media Alert**
 - **Phone Call**
 - **Press Release**
- **Explain the elements of the press release.**

Public Affairs Coordinator Training Program

It's been said:

“Publicity can have a greater integrity, impact, influence and attention value than advertising----but only when it's actually used by the media you have targeted.”

**Source
National Association of Broadcasters**

The Need for Publicity

Why the need for ESGR public affairs

- **Support and enhance the ESGR Mission: To gain and maintain the support of employers for the role of the National Guard and Reserve in our nation's defense.**
- **Develop public awareness of the role of ESGR in the support of members of the National Guard and Reserve**

The Need For Publicity

What exactly is publicity

Publicity is:

Supplying information that is factual, interesting and newsworthy

to media such as radio, television, newspapers, trade journals, Newsletters, magazines and websites.

The Goal is:

Get coverage because editors think your material will be of interest

to their audience.

The Need for Publicity

Public Affairs Activities

Public Affairs Activities include:

- **Luncheons, dinners, meetings, symposiums and similar gatherings with employers**
- **Public ceremonies, such as Statement of Support signings, employer or ESGR member award presentations**
- **Employer Orientation Visits (Boss Lifts)**
- **Mobilization ceremonies**
- **Demobilization ceremonies**
- **ESGR attendance at civic ceremonies: Memorial Day, Veterans Day, etc**
- **Recognition of an ESGR member's accomplishments**

The Need for Publicity

Some Public Affairs Don'ts

Public Affairs activities prohibited as directed by Bob Hollingsworth, Executive Director, ESGR

- Don't endorse or appear to endorse any non-Federal entity event, product, service or enterprise, including membership drives or fund raising activities
- Don't engage in public affairs activities that provide a selected benefit to any individual, group, organization, including any religious or sectarian organization, ideological movement, political campaign organization or commercial enterprise
- Don't engage in public activities in support of organizations whose membership ,or particular event restricts admission based on race, color, creed, national origin, gender. or sexual orientation
- Don't engage in public affairs activities in support of organizations whose constitution, bylaws, or membership qualifications or rituals are withheld from the general public

The Need for Publicity

Determine Publicity Goals

Your publicity Goals should help ESGR accomplish the following:

- Inform the general public about ESGR
- Encourage employers to employ National Guard and Reserve members
- Encourage employers to go above and beyond in the support of their employees who are members of the National Guard and Reserve
- Attract people to a particular ESGR event
- Recruit volunteer ESGR members

PUBLIC AFFAIRS

- **Public affairs activities:**
 - **Luncheons, dinners, symposiums, briefings, similar gatherings.**
 - **Public ceremonies, Statement of Support signings, and employer award presentations.**
 - **Participation in trade shows**

MEDIA RELATIONS

- **Local media outlets are defined as newspaper, TV stations and/or radio stations.**
- **Media Alert prior to event.**
- **Phone call to assignment editor.**
- **Press Release after the event.**

PUBLIC AFFAIRS

- **FIELD COMMITTEE CHAIR APPOINTS PUBLIC AFFAIRS COORDINATOR**
- **AREA OR REGIONAL PUBLIC AFFAIRS COORDINATOR ACCORDING TO COMMITTEE STRUCTURE**
- **REGIONS SUBMIT QUARTERLY PUBLIC AFFAIRS REPORT TO STATE COORDINATOR 1 SEPTEMBER, 1 DECEMBER, 1 MARCH, AND 1 JUNE**
- **PRIORITY OF PUBLIC AFFAIRS IS EMPLOYER OUTREACH**
- **PRESS RELEASES / MEDIA INTERVIEWS:**
 - **WHO**
 - **WHAT**
 - **WHEN** ***NOTE: SHORT, CONCISE, FOCUSED**
 - **WHERE** **2-3 REHEARSED SOUND BITES**
 - **WHY** **INTEGRATE INTO ALL EVENTS**

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- Attract people to a particular ESGR event
- Recruit volunteer ESGR members

The Need for Publicity

Establish Publicity Priorities

Your publicity goals help decide which events get priority because:

- You don't have time to cover everything
- You have to be selective
- Not all ESGR events are newsworthy

The Need for Publicity

- Public Affairs Coordinators Are Sales People
- All publicity people are really salespeople
- You have to make two sales pitches every time you do publicity
 - One, to media editors
 - Two, to your audience

The Need for Publicity

Defining Your Authority

Procedures vary among State/Territory Committees. Clarify your role by finding out from the State/Territory Chair

- How much authority do you have?
- What kinds of publicity decisions need approval?
- Who, if anyone, will review your work, and at what point?
- Can you turn down requests for publicity by ESGR members?
- Will you be able to write copy for publicity material yourself or will it be done by a committee?

The Need for Publicity

Making a Budget

There are cost involved with publicity.

You are responsible for preparing the annual Committee budget:

Public Affairs budget normally includes the cost of the following items:

- Coping and distributing news releases
- Photography, film, CD's, film developing and other photographic equipment
- Auto mileage
- Office supplies
- Other

The Need for Publicity

Working With the Media

The media consists of:

- Newspapers
- Magazines, general and trade publications
- Newsletters
- Websites
- Television
- Radio

The Need for Publicity

Introducing Yourself to the Media

Introduce yourself and ESGR to the media identified in your major markets, and other areas as appropriate

- Learn the name of the publisher or managing editor, station manager
- Introduce yourself to these people by a telephone call
- Ask how they want material sent to them: Mail, E-mail, or FAX
- Explain you will be sending background material to them

The Need for Publicity

Louisiana Committee for Employer Support of the Guard and Reserve
(ESGR)
111 Main Street
Anytown, LA 70472

20 March 2006

To: (Name of media contact)

ESGR Contact: Joe Doe, Public Affairs Coordinator, 985-999-0000, jd1602@aol.com

Organization: Employer Support of the Guard and Reserve (ESGR) was established in 1972 and is Headquartered in Arlington, Virginia. It is comprised of over 4500 volunteers working under the auspices of the Department of Defense. The LA Committee is one of 55 committees located in each state, Guam, Puerto Rico, U.S. Virgin Islands, the District of Columbia and in Europe. Our mission is to gain and maintain the support of employers for the role of the National Guard and Reserve in our nation's defense. We also provide education and consulting to employers regarding their rights and Obligations under federal and state law. We also mediate any disputes that may arise between Guard and Reserve members and their employers resulting from active military duty.

Members: The following people from your area are members of ESGR (list local people)

The Need for Publicity

Principles for maintaining working relations with the media

- Maintain a reputation for accuracy
- Be known for accuracy
- Keep media informed of changes

Writing for Print Media

Module 2

Upon completion of this Module, you will:

- Have a working knowledge of what print editors require
- Be able to select newsworthy topics
- Know how to keep print editors aware of ESGR
- Be able to write news releases and feature articles
- Be able to properly format new releases and feature articles
- Understand how to create ESGR news

Writing for Print Media

Editors want basically two things from you

- Your facts have to be reliable
- Your material must have a news angle that makes it different and interesting

Writing for Print Media

Work your message until it is crystal clear

Make a list of the five w's and the one h

--Who

-- When

-- Where

--What

--Why

--How

Writing for Print Media

Using the 5 w's and the 1 h in the Lead Paragraph

Example:

Local Employer Honored For Support of the Guard and Reserve

New Orleans, May 2---The Louisiana Committee for Employer Support of the Guard and Reserve State Chair Tom Jones at a ceremony in Cajun Hall on May 1 presented the Department of Defense Pro Patria Award to Bill Smith, president of ABC Bank for the outstanding support of his 20 employees who are members of the National Guard and Reserve.

Writing for Print Media

Giving your new release life and color

Example:

Jim Green is a loan officer at the bank. He also is a sergeant with the Louisiana National Guard 256th Combat Brigade having recently returned after serving eleven months in Iraq. “I was proud to Serve,,” said Green,” but I was real concerned about Nora, my wife. When I was called up we had a one month old baby. I hated to leave her alone and have all the responsibility for the baby and everything. But I needn’t have worried. The women in my department got together, helped my wife with the baby, did some of her shopping and helped in other ways too. And the bank let them off work with pay to help out my wife. I can’t tell you what that meant to me.”

Glen Brown is an accountant with the bank and a corporal who served in Green’s unit in Iraq. “When I got my orders I was concerned about by family’s finances. I spoke to my supervisor about this who said he would get back to me. Then later he told me that the bank would give me my full pay. That was great news, but I asked him for how long?” Brown said it felt like someone had just taken a ton weight off his shoulders when his supervisor replied, “As long as it takes.”

Both Green and Brown are from New Orleans and are just two of the over 500,000 National Guard and Reserve members who left their families and employers to answer their nation’s call.

Writing for Print Media

The News Release Format General Rules

- Editors prefer plain 8 1/2 x 11-inch paper
- If you use letterhead stationery you won't be able to fit as much copy on the page as you would if you used a heading because a heading takes up less space than a typical letterhead. A letterhead could make a one page release flow over on to a second page
- If you use plain white paper, your release will stand out---it will be one of the few on simple white paper

Writing for Print Media

The News Release Format

Rules for Writing Copy

- Keep typed lines to 50-60 characters long including punctuation marks and spaces. This length is easy to read and leaves wide margins for editing
- Double space the entire release
- Indent paragraphs 10 spaces rather than the standard 5.
- To prevent typesetting errors, avoid using hyphens at the ends of lines

Writing for Print Media

The News Release Format General Rules (Continued)

- If your release spills over on to a second page, try to end the first page with a complete paragraph, or at least a completed sentence
- Type “MORE” across the bottom of each page at least three times
- Start the next page with a brief heading that includes ESGR, date and topic of the release
- Mark the last page at the end of your release with “-30-” or the pound sign repeated several times “#####”

Writing for Print Media

The News Release Format
The Heading

What to include in the heading:

Contact:

Jim Simpson

Public Affairs Coordinator

LA Employer Support of the Guard and Reserve

3 Main St.

Any Town, LA 000000

985-626-0000, Cell 985-630-0000

Jsim@yahoo.com

10 March 200_
FOR IMMEDIATE RELEASE
With art

LAESGR State Chair Bill Smith present Pro Patria Award to ABC president Martin Jones

Writing for Print Media

The News Release Format The Headline

- Some editors object to headlines
- Headlines should communicate the content of the release
- Most headlines are acted upon usually within 10 seconds.
- Cater editor's preferences regarding headlines

Writing for Print Media

The News Release Format Organizing Your Copy

- Write copy in an inverted-pyramid form
- Most important information is up in the air at the base of the pyramid
- Each subsequent paragraph contains less important information
- News release do not necessarily have strong concluding paragraphs

Writing for Print Media

Feature Stories What Are They

- A news release is straightforward with no fancy writing
- After a few days news releases are no longer news worthy
- A feature must be newsworthy but it is timeless
- It is not written in the inverted pyramid format
- It has an angle and is a valuable publicity tool

Writing for Print Media

Magazines a source of publicity for ESGR

Consider placing feature articles in these types of magazines

- Local National Guard and Reserve units
- Trade and professional organization magazines that cater to employers
- Magazines that feature local news about local personalities
- Chambers of Commerce news letters
- Employer news letters

Writing for Print Media

The News Release Format Use Newspaper Style

- Limit paragraphs to four or five lines
- Use short sentences, 10-15 words.
- The word “that” is often not needed
- Don’t overdo the use of adjectives
- Make your copy lean
- Avoid as much as possible military jargon

Writing for Print Media

The News Release Format
Try This Exercise

Translate the following text into plain English:

“Generally we first identify whether the complaint is legally cognizable under existing consumer law and advise the inquirer of the rights and protection so accorded. An attorney assigned to the complainant may identify relevant cases, statutory and regulatory provisions, and suggest alternative strategies for dispute resolution.”

Writing for Print Media

The News Release Format
Writing the Lead Paragraph

Try Another Exercise

Rewrite the following lead paragraph in keeping with newspaper style

“Six members (who) of the Plains City Rotary Club received blue ribbons (what) for the best pies and cakes (why) at the County Fair in Broadway Heights (where) today (when).”

Writing for Print Media

The News Release Format Correcting Errors

Despite all precautions, you may discover errors in a news release you already sent out. Then do the following:

- Get on the telephone immediately
- Call all the editors you sent the release to
- No need to overdo an apology
- Indicate what the error was
- Give the correct information
- Send out the corrected release the quickest way possible

Using esgr.mil

Let other Committees know about your Committee

Send Stories and articles to

- Essentials
- Esgr.net
- Other features

Review esgr.mil periodically, preferably on a daily basis

Writing for Media

Newsletters

What is a newsletter?

- A newsletter is a private newspaper that conveys specific information to a specific audience (state/territory committees, employers).
- They focus on a particular subject (Committee events, activities) that contain special information.

Writing for Media

Newsletters

Newsletters can:

- Disseminate information
- Motivate activity
- Improve the unity of an organization
- Improve morale of the organization

Writing for Media

Newsletters

There are two newsletter format:

- Printed and published
- Electronic

Writing for Media

Newsletters

Newsletters—15 tips on writing and editing

- Keep your strategic audience in mind always. What is relevant, what is important.
- Effective management involves planning and influence. Develop a publication structure, an editorial calendar, and written writers' guidelines.
- A newsletter must be sustainable. Be realistic about the amount of content you can consistently produce
- Deadlines are sacred. Build in a safety cushion for unexpected delays
- Offer feature writers a byline and an author's note. Writers gain exposure and your publication gains credibility.

Writing for Media

Newsletters

Newsletters---15 tips on writing and editing, continued

- Begin with good basics and build on solid ground. The most basic newsletter should have a few lead stories, shorter news items, and a message from your leader.
` A more developed publication might include features, an editorial, cartoon, in-house news, news tidbits, regional round-ups, etc.
- An editor, like a captain, needs to know where the ship is going. When dealing with writers, negotiate topic, length, treatment and deadline before assigning the article. Include important sources and the key questions which the story will address.
- Learn the distinction between simple information and a story. Information comes to life as a story when someone talks about it. Try to cite the source as part of the way you do things.

Writing for Media

Newsletters

Newsletters---15 tips on writing and editing, continue

- Be concerned about how your newsletter reads before you worry about how it looks. Attractive graphics can obscure important content needs. Relevant and well-written content should be able to stand on its own, even as plain text.
- If you're doing an e-mail newsletter, clean and simple spells "effective. Keep it in plain text. Be concise and put an "in this issue" outline at the top. The footer should have complete "subscribe" and "unsubscribe" information. You should archive back issues with an annotated index on your website.
- Any successful newsletter depends on plentiful and reliable sources. Consider an acknowledgement box that lists everyone who contributed to an issue. This will reward people for helping and encouraging others to participate

Writing for Media

Newsletters

Newsletters---15 tips on writing and editing, continued

- Good writing and good editing require direction and hard work. Your copy should sing rather than drone. It should ring when tapped. Write compact copy in the active voice. Edit for clarity, conciseness, jargon, length, correctness. The bottom line is your readership; give them top priority.
- Lead with strong items that have broad appeal. Learn from the best daily newspapers—people decide in seconds whether or not to read. Your editorial or a message from the CEO should have a regular spot after lead news items. In-house or more parochial news should have a regular spot much further in. This gives you the best chance of competing for attention, while those familiar with your newsletter know where to find what they want.

Writing for Media

Newsletters

Newsletters---15 tips for writing and editing, concluded

- Look for reader feedback, always. Watch how people scan your publication. Talk with a new sampling of readers after each issue. Do a formal readership survey on a regular basis. Track what's happening.
- The true test of performance is behavior. You'll know you have an effective publication when your strategic audiences clip and save articles and when people are eager to write on it.

All 15 tips are used with Permission
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The Art of Publicity Photography

Module 3

Upon completion of this Module, you will:

- Have a working understanding of photograph composition
- Understand how to invite the press to take photographs
- Be able to take photographs that editors will publish

The Art of Publicity Photographs

Two ways to get photographs published

- Invite the press to take photographs of the ESGR event
- Shoot the photographs of the ESGR event yourself

The Art of Publicity Photographs

Inviting the press to take photographs of ESGR events

- Spend time with the photographers to explain what is going on
- Tell photographers what to expect
- Point out the best photo opportunities that will occur during the event
- If possible, bend to the needs of the photographers

The Art of Publicity Photographs

Taking your own photographs

The five standard photo shots that most editors don't like

- The check pass
- The shovel dig
- The handshake
- The ribbon cutting
- The award pass

Broadcast Media

Module 4

Upon completion of this Module, you will:

- Understand how to make contacts with broadcast media
- Be able to get your story on the air
- Understand how to effectively prepare for an on air interview
- Be able to select qualified people for on air interviews
- Be able to effectively handle a reporter's request for an interview

Broadcast Publicity

Ways to get your story on the air

- Public Service Announcements (PSA's)
- Talk shows
- News shows
- Call in shows

Broadcast Publicity

People you should know in the broadcast industry

- Names of public service directors
- Names of the bookers for all talk shows
- Names of news directors
- Names of assignment desk editors
- Names and formats of locally originated programs
- Deadlines and lead times for these programs
- Lead times for PSA's and community calendar items
- Each station's format requirements for PSA's video news releases, and audio news releases

Broadcast Publicity

Getting Television to cover your event
Items to consider

- The event should be interesting, news worthy and unusual
- Gave at least 10 days lead time for the TV station
- Send the TV station background on ESGR and the event
- Who will be featured at the event
- Give exact dates, time and location of the event

Broadcast Publicity

Making live or taped appearances:
Get the right person for your interview!

Before you place a person on a talk show, ask yourself these questions:

- Is the person you're trying to get on the air really polished?
- Is the person well versed in the subject of the interview?
- Will the person be able to hold the interest of the audience?
- Can some practice sessions help smooth the rough spots?

Broadcast Publicity

What to wear for a TV interview

“Wear medium tones of gray, brown or blue in a style in which you feel comfortable. Avoid distracting stripes, pronounced checks. Or sharply contrasted patterns that compete for audience attention. Off-white or pastel shades for shirts and blouses are best. Avoid hats with wide brims since they cast sharp shadows on the face from overhead lights.

- If you wear glasses, don't appear without them. Since your eyes are accustomed to glasses they will react unnaturally if you do not wear them. The studio crew will arrange the light to avoid any glare of reflections. Also, don't wear glasses that turn dark in sunlight; the bright television lights will make them darken, and you will look sinister.
- Women look their best in regular street makeup of natural tones. Eye shadow should be used sparingly. Makeup for men is necessary only for bald spots, a heavy beard, or exceptionally oily skin. Men with heavy beards should either ask for help from the makeup person or whip the problem with a just before going on the air shave. Finally, men with short hair should wait five days after a haircut before going on TV.”

Broadcast Publicity

Live and taped appearances
Radio and Television
Tips for getting the interview

Determine exactly your objectives for the interview

Determine the main points you want to get across

Determine how you can make these points come alive for your listeners

Make a list of these ideas

Communicate these ideas to the program producer

Broadcast Publicity

Granting interviews

The questions to ask when the media asks for an interview

- What is the subject of the interview?
- Are you the appropriate person to answer questions about the topic?
- Who is the reporter and where does he/work?
- What will the format of the interview be? Live? Taped? Telephone? TV? Radio? Is it a news or feature story?
- Where will the interview be conducted and how long will the interview be?
- What is the reporter's deadline?

For more information, review the handout, "Tips on Handling Interviews."

Before granting any interview, check with the State/Territory Chair

Managing Trade Shows

Module 5

Professional Volunteer Training

For Public Affairs Coordinators

Managing Trade Shows

Objective

At the conclusion of the Module, you will be able to:

- Prepare and set up the trade show booth
- Select qualified ESGR volunteers to staff the trade show booth
- Train ESGR volunteers in effective techniques for staffing a trade show booth
- Manage the trade show booth staff activity
- Implement role-plays of guest contacts at the trade show booth
- Develop and implement effective “Follow up” procedures for guest contacts at the trade show booth

Managing Trade Shows

A few questions about trade shows

- Why we exhibit at trade shows?
- What we want to accomplish?
- What are the most effective ways to exhibit at trade shows

Managing Trade Shows

Reasons for ESGR to participate in trade shows

- Enhance the visibility and image of ESGR
- Personally meet employers who hire and employ members of the National Guard and Reserve
- Obtain leads of employers who may qualify as Five Star Statement of Support candidates
- Improve the effectiveness and efficiency of ESGR marketing efforts
- Recruit new ESGR volunteers

Managing Trade Shows

Ways to be effective

- Make sure the ESGR exhibit display is in good order
- Allow time for the display to reach the trade show site
- Establish goals
- Select qualified ESGR volunteers to staff the trade show booth
- Train the ESGR volunteers in how to staff the trade show booth
- Manager the process
- Monitor the result
- Follow-up, Follow-up, Follow-up

Managing Trades Shows

Ways to be effective

Establish Objectives that are:

--Specific

--Measurable / Observable

--Achievable

--Realistic

--Time Bound

Managing Trade Shows

Ways to be effective

An exercise in establishing Objectives

You will be attending the state meeting of the Society of Human Resource Management (SHRM). The show typically attracts over 700 SHRM members for a two day conference. An exhibit hall will be open for hour hours on the first day and six hours the second day. You have Arranged to have four ESGR volunteers staff the booth, two on the first day and two on the second day.

WHAT IS YOUR OBJECTIVE?

Managing Trade Shows

Ways to be effective

Select ESGR volunteers to staff the trade show booth who:

- Have had some experience speaking before groups
- Understands the ESGR mission
- Are personable and well-met
- Are articulate and use correct English
- Are well groomed
- Are physically able to stand for hours at a time

Managing Trade Shows

Ways to be effective

Train the ESGR volunteers who will staff the trade show booth:

- Share the trade show goals
- Distribute read ahead material
- Demonstrate booth equipment (card reader, scanner, VCR, etc.)
- Review all materials to be displayed in the trade show booth
- Memorize the “thirty second” commercial on next slide
- Role play with the “thirty second” commercial
- Answer questions

Managing Trade Shows

Ways to be effective

The “thirty second” commercial:

“Employer Support of the Guard and Reserve, ESGR, is an agency of The Department of Defense and is comprised of over 4500 volunteers. ESGR provides free education, consultation training and mediation for employers who employ members of the National Guard and Reserve. ESGR supports America’s employers who share their employees with the nation to ensure our national security.”

Managing Trade Shows

Ways to be effective

Time is precious. So typically, you:

- Have nine seconds to make contact with attendees if you are working a nine foot booth
- Will hold the average attendees' attention for less than three minutes
- Have less than four minutes to make contact and hold qualified employers' attention to create interest in ESGR, and tell the rest of the story

Managing Trade Shows

Ways to be effective

If you want to come off as a professional in the trade show booth, then here are some don'ts

- Don't sit. Stand near the front of the booth, ready to engage attendees
- Don't eat while in the trade show booth
- Don't chew gum while in in the trade show booth
- Don't drink alcoholic beverages; drink coffee, soft drinks discreetly
- Don't leave the trade show booth unoccupied
- Don't allow the trade show booth to get messy and cluttered

Managing Trade Shows

Ways to be effective

Manage the process by:

- Knowing who to contact for trade show booth/exhibit services
- Making sure your trade show booth is in the proper space
- Arriving early on the days of the trade show
- Test running the trade show booth---video, card reader, etc.
- Observing and evaluating the trade show booth staff

Managing the Trade Show

Ways to be effective

Monitor the results by:

- Checking the card reader
- Restocking the collateral material
- Evaluating the performance trade booth staff
- Offering guidance for improving performance of trade show booth staff
- Managing break times for trade booth staff

Managing Trade Shows

Ways to be effective

- Use a planning calendar for all state ESGR trade shows and events
- Request help from the NCESEGR Public Affairs Manager, as needed
- Ask the trade sponsor for permission to put on ESGR Training Seminars

Managing Trade Shows

Ways to be effective

Following up after the trade show by:

- Passing on leads to the Committee Employer Outreach Coordinator
- Checking with the Committee Employer Outreach Coordinator to
 - determine the results of the employer contacts
- Evaluating the trade show
- Providing the Committee Chair with feedback on the trade show

Training the Public Affairs Representative (PAR)

Module 6

Upon completion of this Module, the PAR will be able to effectively carry out the duties and responsibilities of the position

Training the Public Affairs Representative (PAR)

Identifying potential PAR Characteristic of ideal PAR

- Has an outgoing personality
- Reasonably well known in the area
- Excellent oral and written communication skills
- Active ESGR volunteer
- Some marketing or Public Relations experience
- In reasonably good health
- Able to travel
- Has contacts with area media
- Has e-mail access

Training the Public Affairs Representative (PAR)

Identifying Potential PAR's How to Recruit

- From personal knowledge
- Consult with the Committee Chair
- Consult with the Area Chair
- Referrals from Committee members
- Advertise in Committee newsletter

Training the Public Affairs Representative (PAR)

Train the Public Affairs Representative

- Schedule the training within 90 days of appointment
- Train in a group or individually
- Execute the training

Training the Public Affairs Representative (PAR)

Getting the PAR started

- Establish goals and objectives
- Develop tracking and reporting system
- Follow up on performance
- Evaluate
- Recognize and celebrate accomplishments

Conclusion

We have discussed the training program for the Public Affairs Coordinator that includes:

- Module 1-The Need for Publicity
- Module 2-Writing for Print Media
- Module 3-Broadcast Media
- Module 4-The Art of Photography
- Module 5-Managing Trade Shows
- Module 6-Recruiting and Training the Public Affairs Representative

Questions?

**POST TEST
PERFORMANCE EVALUATION
MEASURES**

PUBLIC AFFAIRS

PUBLIC AFFAIRS POST-TEST

FILL IN THE BLANK:

1. The Field Committee Public Affairs Coordinator is _____.
2. _____ includes media alerts, phone calls, and press releases.
3. _____ activities include committee events that have a significant employer presence.
4. The five parts of a press release are _____, _____, _____, _____, and _____.
5. The _____ should be conducted after the event.
6. The priority for public affairs within a Field Committee is _____.
7. A short, concise message, that sends a clear message is a _____.

PUBLIC AFFAIRS POST TEST

TRUE OR FALSE: Check the correct answer.

T F

- 1. The elements of a press release are who, when, and why.**
- 2. Public affairs is the primary method to highlight an ESGR committee's activities.**
- 3. Public relations and public affairs are synonymous.**
- 4. Briefing with the Boss is a public affairs event.**
- 5. A media alert occurs when there is an ESGR emergency.**
- 6. Follow up on media alerts is not necessary.**
- 7. Trade shows are not important enough for a press release.**
- 8. Each Field Committee has a Public Affairs Coordinator.**
- 9. A ESGR public affairs volunteer must be have professional news media training.**
- 10. All TV stations cover ESGR events.**



Summary



- **REGAIN:** Why is this basic training important? (Rhetoric)
 - Purpose of Public Affairs?
 - What is media relations?
 - What is the importance of a media alert?
 - Expectations, role, responsibilities of the Public Affairs Coordinator?
 - What is a press release?
 - What is a sound bite?
- **SUMMARY:**
 - Committee Public Affairs plays a vital role highlighting ESGR activities.
 - The importance of Public Affairs training cannot be underestimated.
 - Every effort must be made to emphasize the importance of positive media relations that will support and promote the ESGR mission.
- **CLOSING:**
 - ESGR cannot accomplish its mission today without trained and proficient Volunteers. Volunteers must understand the ESGR purpose and mission, and their expectations and job responsibilities. Volunteers cannot meet the requirements expected, unless they receive meaningful training to standard. An effective public affairs program is critical to the success of the ESGR mission, especially at the local committee level.



PUBLIC AFFAIRS

AFTER ACTION REVIEW



AFTER ACTION REVIEW



STEP 1: Review training/learning objective(s) to discuss the intent/purpose of the training.

STEP 2: Establish what happened. The trainer/evaluator and the participants determine what actually happened.

STEP 3: Determine what was right or wrong with what happened. The participants establish the string and weak points of their performance, or the trainer's presentation.

STEP 4: Determine how the training should be done differently. The trainer/evaluator leads the group in determining how the training should be conducted, and/or the participants will perform differently the next time.

COURSE REVIEW

COURSE CONTENT AND MATERIALS				
Rate the course content and materials on the following points.	COMMENTS			
1 = NOT EFFECTIVE 2 = EFFECTIVE 3 = VERY EFFECTIVE				
Course materials were ready for Volunteers	1	2	3	
Learning objectives were identified	1	2	3	
Lesson content related directly to the learning objectives	1	2	3	
Evaluation procedures and criteria for performance were explained	1	2	3	
New vocabulary and concepts were explained to satisfaction	1	2	3	
Course included activity oriented practical exercises	1	2	3	
Course was well paced	1	2	3	
Read ahead materials and handouts were relevant and helpful (if applicable)	1	2	3	
Course references were available and relevant	1	2	3	
COURSE FACILITIES – VTT				
Visuals were easily read on the VTT screen / monitor	1	2	3	
VTT facilities were operational throughout the course	1	2	3	
VTT audio performance was acceptable	1	2	3	
Site facilities were acceptable	1	2	3	
Handouts, materials, audio-visual were acceptable	1	2	3	
COURSE DELIVERY AND NON-VTT FACILITIES				
Instructor spoke so everyone could hear and understand	1	2	3	
Instructor maintained eye contact and interacted with class in a positive way	1	2	3	
Instructor asked questions appropriate to course content	1	2	3	
Instructor waited an appropriate amount of time for students to respond to questions	1	2	3	
Instructor encouraged students to ask questions	1	2	3	
Instructor recognized opposing viewpoints and withheld personal biases	1	2	3	
Classroom support equipment was appropriate	1	2	3	
Classroom was conducive to learning	1	2	3	

**Comments: Use the following space to make additional comments.
Elaborate on the comments you have made or comment on items that were not included in the checklist.**

VOLUNTEER TRAINER PERFORMANCE EVALUATION CHECKLIST

VOLUNTEER TRAINER PERFORMANCE EVALUATION CHECKLIST

Name: _____ Subject/Training Objective _____

INTRODUCTION – Should receive a GO on Terminal Learning

Objective and four of six introduction items.....YES / NO
Motivator..... YES / NO
TLO.....YES / NO
Safety Requirements.....YES / NO
Risk Assessment Level.....YES / NO
Environmental Considerations.....YES / NO
Evaluation.....YES / NO
Instructional Lead In.....YES / NO

PRESENTATION – Should receive a GO on safety and four of

five Presentation itemsYES / NO
ELO.....YES / NO
Learning steps/activities.....YES / NO
Student interaction.....YES / NO
Mannerisms.....YES / NO
Training Aids.....YES / NO
Safety.....YES / NO

SUMMARY – Should receive a GO on Review / Summary.....YES / NO

Review/Summarize Lesson.....YES / NO
Check on Learning.....YES / NO

OTHER.....YES / NO

Training Environment.....YES / NO
Training Management.....YES / NO

REMARKS:

OVERALL RATING – Should receive a GO on all highlighted

areas.....YES / NO

Evaluator Signature _____ Date _____

Instructor Signature _____ Date _____