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Introduction

Congratulations on being chosen as Public Relations Chairman for your Junior Auxiliary Chapter. Your enthusiasm and ability to tell the JA story will be of utmost importance to your Chapter.

Public relations includes a great many activities. Every contact between your Chapter and your community has a public relations dimension. Just as important, every contact among Junior Auxiliary members also has a public relations dimension.

This PR manual will cover most aspects of dealing with external public relations; however, we must first explain the importance of internal public relations. The image perceived by the public must convey the stability of our organization, the professionalism of its members, and the commitment of caring for our children today, therefore building character tomorrow.

NAJA is working hard to establish a national brand for our organization so our name and logo will be known throughout all communities. This “branding” will help deliver our message clearly, confirm our credibility in the community, and solidify user loyalty. We must be consistent in using our NAJA logo across all Chapters. Our organization’s colors are Reflex Blue and Yellow/Gold. The official colors when dealing with printed material are Reflex Blue and Pantone 123C Yellow. The font used when spelling out NAJA is Times New Roman, and the name should be typed in all capital letters. Whenever the logo crown cannot be used, please be consistent in at least using a five-pointed crown since each of the five points stands for JA’s five virtues: Charity, Youth, Health, Community Service, and Leadership. The official NAJA logos and crown symbol can be found on the NAJA website and downloaded for Chapter use.

Please note that the manipulation of the NAJA logo or symbol, NAJA Foundation logos, NAJA AEC logos or artwork, and/or the NAJA President’s logo is strictly prohibited without the advanced approval of the Executive Committee. These logos are the property of the National Association. Any changes to them, however minor, risk undermining the integrity of our branding efforts. This applies to their use for marketing activities, fundraising or service projects.

Every member in your Chapter must be clearly aware of how her actions affect the way in which JA is viewed. Each member acts as a representative of the entire Chapter. Your position as Public Relations Chairman will be easy if you remind your members of this often and help to create an atmosphere that is both positive in your community and within your JA Chapter.

To design a successful program, we must understand the needs of our audience, who we are, what we have to offer, who we want to reach, what messages we want to send, and what results we would like to achieve from our efforts.

As Public Relations Chairman, your job will be to present your JA story (news) to the public. This manual contains the steps to develop good public relations techniques to communicate effectively in all forms of media.
The purposes of your communications efforts should be threefold:
1. To communicate the goals of Junior Auxiliary.
2. To encourage your Chapter’s project development.
3. To demonstrate Junior Auxiliary’s significance as an integral part of your community.

Your Chapter’s greatest public relations asset is its commitment to community service. By their very nature, most Junior Auxiliary service projects, and the fundraising efforts that help pay for them, qualify as news. Junior Auxiliary’s community service projects are gold mines of news, features, photos, and human-interest stories. The news is there – all you have to do is help your local media find it.

Your NAJA Public Relations Committee is here to assist you in your needs. As you read through this manual and apply its message to your Chapter’s public relations needs, feel free to contact a NAJA committee member for her advice and/or guidance.

Your job this year will take preparation, patience, and consistent effort. The purpose of this manual is to assist you, to keep you on track, and to encourage you to do your best.

The Role of the Public Relations Chairman

The role of the Public Relations Chairman is one of the most challenging in your JA Chapter. Aside from your President, it is the one job that requires you to always be the consummate professional, presenting the best face possible when representing the Chapter.

“Public relations” is an ongoing activity. Just one of these activities – mailing a press release, distributing a newsletter, granting a media interview now and then – won’t cut it. We all get busy and public relations activities are easy to postpone…to our own detriment. To gain and maintain visibility for your Chapter, you have to be in the right place at the right time, over and over again. But first, you have to find the right place and the right time. That is the purpose of this manual: to help you and your Chapter put a system into place to maximize your efforts and guide you along the way.

To communicate effectively, you have to know what message you are trying to convey. Think about what you would say to a total stranger who asks about your Junior Auxiliary Chapter. That person wants to know what JA is, what it does, why should anyone be interested in what you do, who you try to help, and how you go about your work. If you can summarize these points in five minutes, you are well on your way. If not, you have some ground work to do. That’s when the Elevator Talk comes in handy, but more on that later.

In this fast-paced world in which we live, people won’t stand still while others talk in circles, trying to clarify what they want to say. You need to be able to express key points in simple understandable terms.
GOOD COMMUNICATION BEGINS WITH YOU!

When you know how reporters think and work, you will be able to tailor your press materials for maximum exposure. Reporters simply want to tell the best story possible. Your Chapter will receive well-deserved coverage if you:

- Provide reporters with newsworthy information in a timely manner and in a format with which they are familiar.
- Deliver information to the right person, using the communications vehicle of their choice (postal service, email, or fax.)

Basic B’s for Public Relations:

Be aware. As Chairman, you should always know who is contacting the media on behalf of your Chapter. Two members calling the same person without the other’s knowledge will cause confusion among those with whom you are trying to establish a relationship.

Be realistic. There might be times when someone else within your Chapter is better suited to work with the media on a particular project (i.e. a project chairman). Allow her to do so, offering your assistance where needed.

Be quick to establish personal contact with the right people at each newspaper, radio, and television station in your area.

Be prompt in meeting deadlines.

Be legible and neat. Correct all errors.

Be honest, impartial, and accurate. Give credit where it is due.

Be appreciative of all the time and space given to your JA Chapter. The media is a for-profit business. Follow up with a thank you!

Be professional. Members of the press are always invited guests. Never ask them to pay for tickets. They deserve complimentary benefits.

Above all, Be yourself, enjoy your task at hand, and have a great year! Remember, you are the face of your Junior Auxiliary Chapter.

The Role of Every JA Member

Creating advocates for Junior Auxiliary…

We all know the importance of good public relations for Junior Auxiliary. We have money to raise, children to serve, and members to motivate. Creating advocates through a strong internal public relations program not only strengthens the internal workings of your Chapter, but it also results in a more powerful external communications program.

The work of one Public Relations Chairman in Junior Auxiliary can be leveraged by the hundreds of volunteers who are capable and effective communicators of your message. The benefits of a strong internal communications program reap rewards externally by projecting a positive image, garnering community support and helping raise much needed funding for great projects. Everyone in Junior Auxiliary is responsible for communicating our message, building relationships, and enhancing our image.
Public Relations is more than getting photos and stories in the news. Before you concentrate your public relations efforts on media coverage, invest a little time in creating advocates for Junior Auxiliary. The positive media coverage will follow.

**Who should be an advocate?**

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Let’s begin with the internal advocates who know the work of Junior Auxiliary the best. The first point of contact for anyone to receive information about Junior Auxiliary is usually a member: Active, Associate, or Life. Each of us is considered an “authority” on our Chapter in the eyes of the community. Keeping all members informed of good news helps keep a positive message going out to the public. In many communities, there are more Life members than there are Active members, so it is important to communicate regularly the messages of your Junior Auxiliary Chapter with Life members, too.

**Why is it so important to develop internal advocates for Junior Auxiliary?**

“I am Junior Auxiliary.” Strong statement? Not at all. Each Junior Auxiliary member represents her Chapter in the eyes of children and the community. Junior Auxiliary members can make or break your Chapter’s image in the community. Think about it for a moment. Who answers questions about your service projects to potential sponsors? Members. Who can get a Provisional’s year off to a good or bad start when she first joins your Chapter? Members. Who can give a child a good impression of Junior Auxiliary as a caring, helpful group of women? Members.

Yet, how often does your Chapter “train” your members in good public relations or Junior Auxiliary advocacy?

**How do we begin?**

Awareness is an important step in creating advocates for our Chapters. Often, awareness of the importance of the right approach or choice of words and the impact a member can have are the keys to positive public relations.

Helping every Chapter member to understand the significant role each person plays in creating good will for our Association is vital. Members are on the public relations frontline every day.

Arm them with the communication tools and information they need to be advocates for your local Chapter and the National Association of Junior Auxiliaries. Provide public relations training for every Chapter member. Encourage every Chapter member to adopt a good “customer service” attitude while representing Junior Auxiliary. Just as businesses must provide good customer service to attract customers, Junior Auxiliary must provide good customer service to children, sponsors, and fellow members alike.

**What methods can we use for training members?**

1. Discuss the importance of Chapter members’ roles in good public relations. Many members don’t realize what an impact they have on children, parents, sponsors, and
other members. Remind them that they are on the frontline of public relations for your Chapter.

2. Don’t say one thing and do another. Know your constitution and by-laws. Provide training on your constitution and by-laws, and make sure everyone understands your policies. Knowing your rules and following them can prevent poor public relations for your Chapter.

3. Discuss the importance of saying positive things about Junior Auxiliary instead of making negative comments. The grocery store, mall, gym, beauty shop, your home, church, and other typical gathering places provide prime opportunities to make or break your Chapter’s public image. In casual conversation, a simple criticism carries much weight. Research shows that the media is the least influential information source when people are forming opinions. Junior Auxiliary members will rank first as sources of impressions about the Association, and those impressions are the most influential. Good attitudes are the most important influence in causing people to gain confidence in JA. Likewise, poor attitudes are the most important in causing people to lose confidence in JA. Negative comments to your family and friends will cause those whom you want to support your Chapter the most to harbor a poor image of the organization.

4. Arm all members with positive information throughout the year. Always make sure your members have important information before the public does. Get information out quickly, make sure it is right, make sure it is useful, and make sure there are ways to get more information. Give your members the news before it is the news.

5. Keep confidences. Confidentiality extends far beyond identifying families in need. It extends to casual conversations with friends about a member who is always late for meetings or the member who was in a bad mood while the Chapter was decorating for the big fundraiser. Refer to any Chapter policy about confidentiality, and make sure your members know that respecting confidences also protects Junior Auxiliary’s image.

6. Be proactive, not reactive. Have discussions on how to best handle difficult situations: irate patrons at your Gala event, a curious bystander at an event your club is sponsoring, a gossipy member at an annual picnic, a question about how money is being spent in your community, or a question about why someone was overlooked as an officer in your Chapter. Discuss ways to turn negative situations into positive public relations with positive actions.

7. Bring in public relations experts from NAJA or within your community to talk about service-oriented leadership. Children are our customers. Sponsors are our customers. Potential new members are our customers. Provide your internal advocates with targeted training in areas such as the benefits of volunteering in your community.

What can each member do personally?
1. Keep volunteering and home in balance. Whenever possible, leave personal problems at home, and likewise, leave Junior Auxiliary problems in the appropriate place.

2. Don’t gossip about children you serve or other members. Gossip never helps anyone but it can hurt everyone. And, it usually isn’t accurate anyway. Just make it a personal rule never to criticize a fellow member in public.
3. Choose a positive attitude. Yes, you really can make a choice. A positive attitude is a lot more fun than the alternative. No matter how much it hurts, if you owe someone an apology, say you are sorry. Treat people well.

4. Foster a positive climate through Teamwork. Include all members in training, in committee work, in social events, etc. Don't alienate anyone who has given your Chapter her time as a volunteer. Value every single member of the Junior Auxiliary team.

5. Express appreciation. Nothing means more to the volunteers who are working tirelessly, the media who is giving you free coverage, and people who are writing checks to pay for your projects. Always say “thank you.”

6. Remember…sometimes when you do the right thing, you still get a rough go in the media, people still complain, and your image seems to take a beating. Tomorrow is a new day. Smile and carry on doing the right thing for children.

7. Memorize the JA “Elevator” Talk/Song.

PR Calendar for Chapters

These calendar items are recommendations for your chapter. Please adapt them to your Chapter’s needs and schedule. The goal is to send out PR about what your Chapter is doing on a monthly basis.

MAY
- Send Press Release* and pictures to local media, spotlighting members who attended AEC. Take some photos with NAJA Officers, Speakers, and Committees. Post to social media and your Chapter’s website.

JUNE
- Send Press Release and pictures to local media, announcing new Provisional members. Post names and pictures to social media and your Chapter’s website.

JULY
- Send Press Release and pictures, introducing or showcasing a Service (or any other) Project. Post to social media and your Chapter’s website.

AUGUST
- Send Press Release and pictures to local media, introducing or showcasing a Service (or any other) Project. Post to social media and your Chapter’s website.
- Send Press Release for NAJA Graduate Scholarship Program (packet mailed from NAJA)
SEPTEMBER
- Send Press Release and pictures to local media, featuring members who attended Area Meetings. Take some photos with NAJA Officers, Speakers, and Committees. Post to social media and your Chapter’s website.

OCTOBER
- Send Press Release and pictures to local media, featuring members who attended Area Meetings. Take some photos with NAJA Officers, Speakers, and Committees. Post to social media and your Chapter’s website.
- Who in your community is a “treat” to your Chapter? Give them a shout out on social media!

NOVEMBER
- Crownlet submission deadline is on the 15th.
- Send Press Release and pictures to local media, introducing or showcasing a Service (or any other) Project. Post to social media and your Chapter’s website.
- Who in your community is your Chapter thankful for? Post a shout out on social media!
- Consider NAJA Store items as Christmas gifts for sponsors, etc

DECEMBER
- Send Press Release and pictures to local media, introducing or showcasing a Service (or any other) Project. Post to social media and your Chapter’s website.

JANUARY
- Send Press Release and pictures to local media, announcing or showcasing your Chapter’s Finance Project. Post to social media and your Chapter’s website.

FEBRUARY
- Send Press Release and pictures to local media, announcing Provisional members who are being voted into Active service. Post to social media and your Chapter’s website.
- Send a Press Release to local media, thanking Corporate Sponsors for supporting Finance Project. Post to social media and your Chapter’s website.
- Start preparations for JA Week: Schedule appointments with civic leaders and/or school administrators and the media, regarding upcoming JA Week.
- Go to NAJA’s website to review the JA Week packet under Public Relations Information.

MARCH
- Prepare and send Press Release and pictures to local media, announcing JA Week and touting your Chapter’s accomplishments. Highlight service hours worked, money raised and spent, success stories of Child Welfare family, etc. Send pictures with public officials or school administrators, showing appreciation. Post to social media and your Chapter’s website.

APRIL
- Crownlet submission deadline is on the 15th.
- Send Press Release and pictures to local media, acknowledging Active members who are going Life or Associate
• Send Press Release and pictures to local media, acknowledging new Chapter Board.
• Send Press Release and pictures for local scholarship winners, if applicable.

*Templates for all of these Press Releases can be found on our website at najanet.org under Public Relations Information.

The Media

Just as Junior Auxiliary members abound in the teaching ranks, corporate world, and other professions, you’ll also find friendly JA faces in the media and in public relations.

If your local media and public relations community doesn’t include an Active, Associate, or Life member, relax. Chances are excellent that there will be plenty of people in their ranks who are just as devoted to families and children as you are and who are eager to tell your story or promote your upcoming event or service project.

The media is often painted with a broad – and often unfair – brush: All they’re looking for is “bad” news, or “sensational” news, or “news that will sell papers.” While newspapers and television certainly must make a profit to succeed, they are acutely aware of the desires of their readers and their listeners. And those constituencies tell them, every single day: We want “good” news to balance the “bad” news and troublesome world events that the media must cover.

Members of the media generally work very hard to make that happen. But that doesn’t mean they’re obligated to drop the biggest news story of the day because a JA member calls or e-mails. That’s where you, as a JA public relations ambassador, must do the work required to have your news rank among the “best bets” for the next day’s newspaper, or the edition of the newspaper/telecast where you would like to showcase your information.

JA is not the sole provider of a community’s “good” news. Many other worthy organizations, from Make-A-Wish to the local YMCA to a neighboring university, keep the media well supplied in feature or “good” news releases.

So, what will set JA apart? It’s our story to tell, and it’s our story to SELL.

Before you pitch your story to a local news organization, here’s the “advance work” you and your Chapter need to do:

🪔 Know your media. What are your local newspapers? Weekly or daily? What television stations include your city in its market? Know in advance whether any of your Chapter’s members, Associate members, Life members, relatives or significant others of members work there. It certainly won’t guarantee coverage, but it can’t hurt.

🪔 Know WHO your local media is. Do a little homework: Does the newspaper’s chief editor have children in the public schools who will be impacted by JA’s good works? Does the media organization have a reporter who specializes in
children or family issues? If you’re promoting an eye screening or diabetes awareness project, do you know who the media organization’s health reporter is? Often, the answers lie on the publication’s or station’s web site. Check it out. Ask around.

Know the media group’s deadlines. The media is only able to bend them so far. Asking for coverage on a Monday for that Thursday’s Focus section when the deadline was the previous Thursday will leave you high and dry. Know the deadlines and meet them well in advance. Always be overly prepared.

Know how to establish first communication with the media. Be prepared to quickly e-mail, fax, or otherwise supply for interviews the names and numbers of both JA members and community partners on your projects. Be persistent – and keep a good attitude and sense of humor – when trying to get the media to return your calls. It will pay off for your organization.

Know that the media is made up of folks just like you. They take kids to school in the morning; they take kids with broken arms to the ER; they babysit their nephews; they volunteer in their communities. And they, like us, can have bad days because of personal reasons or breaking news stories where they can’t jump on your story as quickly as you would like.

Once you’ve done your homework, here are some good guidelines for being successful in selling JA’s story and making it competitive with the rest of the day’s news:

Be able to quickly explain, without being asked, WHY PEOPLE SHOULD CARE about your event or project. If your work is that compelling, you won’t have a problem here; if you can’t think of why people would care, then why should the media?

Be early. Don’t expect thoughtful coverage of your story if you give the local media only days to do it. You are selling your Chapter short and placing an unrealistic demand on the media sources, which often are short-staffed. Instead, plan up to a month out. Newspapers and television stations must plan their coverage; give them the advance notice that they need. And once you’ve done that, keep checking back to see if coverage will be given. We all need reminders!

Be clear. State clearly the coverage you desire, knowing that reporters generally don’t have the power to dictate story play, but only to suggest it. Don’t be disappointed if something isn’t section-front news or didn’t make the top of the 6 p.m. news if you never said you wanted it there. But at the same time …

Be realistic. Editors use news judgment every day, and you should do the same in assessing your Chapter’s news. Your speaker on drug awareness will not be a better news story than a weather disaster or the mayor winning his re-election bid. And there’s no way you could know, when you planned months in advance, that your July 15 project would also fall on the same day that a cure for cancer was announced by the international media community.

Be time-sensitive. Although television stations generally have two nightly news broadcasts and could choose to cover your night event “live,” it’s harder for newspapers because they have earlier deadlines in the evenings. If it’s a toss-up on your event being at 7 p.m. or at 10 a.m., consider having it in the morning for optimum newspaper coverage. Mondays are generally “slow” days
for the media; Fridays are not, and weekends are staffed only by a handful of reporters and editors. That doesn’t mean you won’t get coverage, but it DOES mean that you need to give plenty of advance notice in requesting coverage of your story as the weekend approaches. Don’t try to sell the media “old news.” If your event was Feb. 15 and you give the media a news release on it a week or more later, chances are it will be seen for what it is: old news that cannot compete with what happened today.

Be technology-savvy. If you don’t have e-mail, get it and learn how to send mail. If you can’t send a fax from your home or office, locate a local store or office where you can. If you don’t shoot photographs digitally, learn how, and learn also how to e-mail them to the media. How competitive you are depends on your being on the edge of media technology. If you choose to live in the Dark Ages, the amount of media attention you will receive will likely suffer because you are not using the most effective means of communication.

Be creative. Think “bells and whistles” – the extra visual images that will truly tell your story, and tell it often. An example: If your Chapter is presenting a children’s theater production next month, invite a photographer to get a picture of the children practicing in costumes several weeks before the performance, or take one yourself and submit it. If your Chapter is having an Autism awareness campaign, tie it to National Autism Awareness Month. Let your local TV station know – in advance – of your very timely program and the added news peg of the national observance by delivering your press release with the multi-colored puzzle ribbon packaging that the campaign represents.

Be flexible. Newspaper and television reporters work different schedules; try, best as you can, to be available to them when they must do their job rather than when it’s personally convenient for you. If a reporter working a 3 p.m.-midnight shift calls you in the middle of dinner, remember that it’s the only time that reporter can call you. Seize the opportunity!

And lastly, whenever possible, do as much of the work for the media as you can to sell your story and ensure it gets maximum coverage. Give complete information; don’t leave out important facts such as the time, date, or purpose of an event or program that would keep your story from being used because crucial information just wasn’t there. If a newspaper or television station can’t make it to the event, be sure and get them a photo from it – that day, so that it will still be timely. Use 1-hour processing or an e-mailed image, whichever the media at hand can best work with. ASK the media professional you are dealing with what information you can give him or her and how you can help to best cover the event.

Establishing a good working relationship with the local media can pay dividends – again, and again, and again. Don’t forget, though, that such a partnership is a two-way street, and that you are competing with the news of the day, whether it’s good, bad or boring. Make your story urgent and compelling, with the passion that you and your Chapter feel for the work that you do. Enthusiasm is contagious!
Writing Guidelines

Is your Junior Auxiliary Chapter's next project compelling? Is it urgent? Is it something that people should care about? Well, of course it is. You know that; your Chapter knows that. But does your local media know that? It's your job as Public Relations Chairman to tell your Chapter's story in a way that gets its message across, loud and clear: You are making a difference in the lives of children and families, and in a way that sets you apart.

How do you tell your story? Other than verbal communication with members of the media, you're going to have to write it up and in a format the media needs. You must communicate in writing why your project or event deserves attention in the media, especially at a time when competing news events, a smaller "news hole" compared to advertising space in newspapers, and shrinking air time on television stations make it a little bit harder to "sell" your story.

You must be prepared to give your information to the news organization in the format that best meets its needs – keeping in mind that if you better meet the media's needs, your chances of getting information published are enhanced. If a news reporter, editor, or TV reporter asks you to e-mail information, do it quickly and with a smile. If the media professional prefers faxed information, get the fax number and get it there pronto. If they want the information dropped off at their customer service counter, be there in a flash.

Be flexible and friendly; you will gain friends in the media and a good reputation as a public relations ambassador in return.

When compiling information about your project or event, keep these key writing guidelines in mind:

1. Always answer the basic questions of who, what, when, where, why, and how, and automatically include contact names and phone numbers, including numbers or emails where you can be reached after hours. Whether the information is in paragraph form or fill-in-the-blank, these are basics that all media outlets will need. Omitting even one of those questions could cause your information to be "held" from publication because it raises more questions than it answers.

**EXAMPLE:**
- **Who:** The Junior Auxiliary of Byram-Terry
- **What:** Back-to-School Clothing Drive
- **When:** Saturday, Aug. 3, 201__ 1-4 p.m.
- **Where:** Siwell Road Shopping Center front parking lot
- **Why:** To provide children in need with new or gently-used school clothing in time for the new school year.
- **How:** Residents can bring donations to the shopping center. Clothing will be distributed in partnership with the Hinds County School District.

*For information: Sherry Smith, (601) 555-1212; Susie Small, (601) 555-1213.*

2. When writing a news release in paragraph form, keep it as brief as possible while answering the five “W’s” and “How” – but at the same time, don’t sell yourself short. A dry news release that doesn’t convey the urgency of what you’re doing will not attract nearly as much attention as one that is urgent, compelling, and clearly states why a newspaper’s readers, a radio station’s listeners, or a television station’s viewers should care.
**EXAMPLE:**
The Junior Auxiliary of Clinton (WHO) will have a Charity Ball (WHAT) on Saturday, Sept. 3 from 7 p.m.-midnight (WHEN) at the Hilton Hotel in Jackson (WHERE). A live band will play and food will be served, and there will be a live and silent auction. Money raised will fund Chapter projects. (WHY)
Tickets are $75 per couple. For information, call Ruth Cummins at (601) 555-1212. (HOW)

This release is too brief, too “insider” and doesn’t convey why anyone other than JA members should care. Sure, it answers the five W’s, but – Where’s the zing? Where’s the urgency? Where’s the mental picture? With just a bit more effort and without being overly long or flowery, you can better sell your same story by using language that is more urgent – and at the same time, more fun:

**EXAMPLE:**
(Chapter Name) is a part of the National Association of Junior Auxiliaries (NAJA), a non-profit organization founded in 1941 with Headquarters in Greenville, MS. NAJA has 15,320 active, associate, and life members in 97 chapters in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, and Tennessee.

The NAJA slogan is “Care Today – Character Tomorrow”, Junior Auxiliary chapters are working more than ever before to increase awareness of child health and welfare and how it affects their futures.

Every fall, more than 7,000 Clinton children are screened during “Eye Spy” to red-flag both vision defects and possible eye disease. “At the beginning of every school year, almost 200 Clinton children in need receive fully loaded backpacks through “Backpack Pals” to start the school year on an even footing with their peers. And every Christmas, more than 200 Clinton children receive “Angel Tree” holiday gifts and cheer -- children who otherwise would go without.

Who makes that possible? The Clinton-area community does through its support of the Junior Auxiliary of Clinton’s annual Charity Ball. Set for 7 p.m.-midnight Saturday, Sept. 3 at the Hilton Hotel in Jackson, the event raises crucial funds to support hands-on service projects that make a difference in the lives of Clinton’s children and families, with a special emphasis on children and youth.

Ball-goers can do a good deed for their community, and at the same time, have fun dancing to the tunes of Dr. Zar and the Amazing Funk Monster, enjoy a delicious buffet, and enter friendly competitions in both live and silent auctions, featuring premier merchandise offered up by generous business donors.

Tickets are just $75 per couple, and corporate sponsorships are also being accepted now. For information or tickets, go to the organization’s website at www.ja-clinton.org or call Ball Chairman Paula Mann at (601) 555-1212.

Note the urgent language used: “red-flag,” “who otherwise might go without,” “crucial funds,” “children in need,” “make a difference in the lives.” And also note who the spotlight is on: not women having a ball, but “the Clinton-area community, through its support” and “ball-goers” who “can do a good deed for their community.” Note also that the organization is not begging for corporate sponsorships, but instead is offering
supporters the privilege of signing on through the language, “corporate sponsorships are being accepted now.”

3. Write in a more compelling “active” tense, not “passive” voice. It’s easier to do this when you are offering ADVANCE publicity on an event, and not a news release that shoots itself in the foot because the project or event took place weeks ago. And don’t hesitate to ask the media professional you’re dealing with how you can do a better job – how you, in essence, can hand them information that they can most easily use on a silver platter, cutting their work in half.

Know that a media organization is not bound or obligated to use your news release verbatim, and you should not expect them to. Some will, but most will either condense it or perhaps call you and ask for interviews to make it an even bigger story. Make sure you’re satisfied, however, that you have given them the very best base information that you could.

4. When submitting photographs, be sure and identify everyone in the photo, by both first and last name, in a manner easily understood by the media professional who will receive it. Answer all of the basic 5 “Ws” and “How” questions, and don’t forget to include why readers, listeners, or viewers should care. This applies to both photographs that are intended to advance a project or event, and those taken at the event that are quickly given to the media outlet, within a couple of days, before they are considered “old” news.

Remember: Just because you are not a writer by nature does not mean you can’t give meaningful information that’s urgent, compelling, and lively to your local media professionals. You have a story to tell and to sell. You are doing this for children and families. Be pumped, be prepared, and be positive!
Junior Auxiliary of Slidell Seeks Sponsors for 53rd Annual Charity Ball

Junior Auxiliary of Slidell, LA Contact Person: Sally Jones, PR Chair

Release Date: Immediately  Phone #: 504-999-9999

Event: Charity Ball

Date: February 18, 201__
Location: Convention Center

To raise money for the Chapter for their worthwhile projects in the community.

Write a brief paragraph, explaining all of the above, including cost to attend, sponsorship opportunities, a little about projects, and anything else that would be of interest.

This is to be included on every press release:

Junior Auxiliary is a national non-profit organization that encourages its members to render charitable services which are beneficial to the general public with particular emphasis on children. (Chapter Name) was chartered by a group of caring, enthusiastic women in (insert date) and continues to grow and thrive throughout (City, County or Parish name). Volunteers work tirelessly throughout the year on a variety of projects that focus on local children and families in need of assistance.

(Chapter Name) is a part of the National Association of Junior Auxiliaries (NAJA), a non-profit organization founded in 1941 with Headquarters in Greenville, MS. NAJA has 15,320 active, associate, and life members in 97 chapters in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, and Tennessee.

Junior Auxiliary chapters are working more than ever before to increase awareness of children and the benefits of caring today to create character tomorrow.

For more information on (Chapter Name), visit (website address) or call (local number). For more information on NAJA, visit www.najanet.org.

### (this symbol signifies the end of the press release).
Tips On Avoiding Defamation and Invasion Of Privacy

While the vast majority of JA publications – newsletters, brochures, advertising, and news releases – will not involve privacy issues, there is always a potential risk of legal liability that should be kept in mind.

What this means is: You, as a JA member, need to exercise common sense and follow a few important rules when presenting information in the media about your projects. Laws on legal liability vary from state to state, but you can help ensure you'll never need to worry by simply avoiding possible pitfalls.

First and foremost, be accurate. Never give information to the media that you will have to struggle to “fix” before publication, or that you will have to apologize for after publication because of your own errors. Be sure.

Consider three groups of individuals that JA members often work hard to help – but that definitely involve privacy issues:

1. **At-risk or low-income children and families.**
   Not every child or family who is from a disadvantaged background or who is clearly struggling economically wants to be identified to the world as such. Others don't mind. Some don't know that they are disadvantaged. Never assume or guess who would or would not feel damaged by this being revealed in print or on television; instead, make sure your bases are covered.

   An example: The Junior Auxiliary of Clinton’s Crown Club hosted a “garage sale” in which no money changed hands as a Make a Difference Day project. The poorest clients of the Clinton Community Christian Corporation were given “cash” vouchers that they could exchange for rummage sale items while their children happily did arts and crafts projects and enjoyed snacks in a separate part of the CCCC building.

   In partnership with the CCCC director, JA members and a photographer from *The Clarion-Ledger* newspaper personally approached several mothers who attended the event and asked them if they would allow their children to be photographed by the newspaper at the arts and crafts activities. The simple fact that their pictures would be in the newspaper from that event would identify them as low-income.

   As it turned out, not one mother objected. But to cover themselves legally, the JA Chapter and the newspaper photographer asked for and received permission.

2. **Children or adults with mental, physical, or emotional disabilities.**
   Many newspaper photographers and television cameramen have a blanket policy of not photographing children in special education classes unless the school district has, on file, signed permission slips from the children’s parents, allowing them to be photographed/interviewed for local media purposes. This is for liability reasons. Not every parent wants her child to be publicly labeled as “special needs.” And again, others are just fine with that. Make sure.

   When taking your own pictures at an event involving special-needs children or adults, ask to see signed permission forms, or BEFORE YOUR EVENT, give the school or
agency photo permission forms of your own making and ask them to make sure parents fill them out prior to your visit. And remember: if every special needs child in the class has a signed permission form for local media except one, and that one child ends up being the one in the picture, then you did not do your legal homework. Be sure.

3. **Children or adults who have been victims of sexual abuse.**

Many members of the news media have a strict policy against identifying victims of sexual abuse, which encompasses everything from fondling to aggravated rape. Often, that is because state law also protects the victims’ privacy.

JA Chapters would be wise to follow this policy. Rarely is it in the public interest to identify by name or use identifiable photos of victims of sexual abuse; a rare exception would be a woman who wanted to speak out about her rape to help other victims or prevent other crimes.

Treat with extreme caution any statements that might injure someone’s reputation, especially someone who has not been convicted of a crime. Some examples:

- A JA member submits a news/press release in which she quotes a mother as saying her ex-husband has sexually abused her daughter since the age of six. If the ex-husband has not been convicted of the crime and the news release was published, the man would have excellent grounds for a lawsuit against both the Chapter and the news organization. The moral of the story: just because someone SAYS something does not mean it is true or that you can offer it up for publication simply by putting quotation marks around it and attributing it to the speaker. As veteran journalists say: "If your grandmother tells you something, CHECK IT OUT."

- A 13-year-old girl who is being tutored by JA or Crown Club members in a mentoring project is quoted in a news release, saying that her mother’s drug and alcohol habits keep her from studying at home. It may be absolutely true that the mother drinks and does drugs with a vengeance at the girl’s home, but the burden of proving it, if the information is published and it ends up in a court of law, would be on the news organization and the JA Chapter. Would you want that legal quagmire?

Again, use common sense and learn when someone’s privacy must be respected, even when you know the information is factual. Talking with children who are impacted by your projects is just fine, but go the extra step and obtain parental permission.

Treat with extreme caution any statement that might injure someone’s reputation, even indirectly. You may mean well when you quote the crying, single mother of triplets as saying her mean landlord threatened to evict her; what she might not be telling you is that she’s a repeat violator of rules at the apartments and has earned her ticket out.

Do not publicly disclose private facts without careful thought and permission from adults who can legally give it – for example, spotlighting a mentally-disabled child who is being helped by your Chapter, or photographing a child at an event with intent to publish the photo without asking the parent’s permission or getting a signed consent form. The picture or footage may be gorgeous, but not all parents like to be surprised when they open the paper, turn on the TV, or log on to Facebook. You might not be legally liable, but you don’t want the headache of an angry parent or local resident. Do your homework; it’s easy.

If information you are considering placing in a news/press release is so sensitive that it causes you to pause or raises even the smallest legal flag, that’s all the warning you
need. If you are still in doubt and it’s that important to include the information, consult an attorney who specializes in libel and privacy law in your state.

A special thanks goes to Leonard D. Van Slyke, Jr., an attorney at law whose specialties include media law, with Watkins Ludlam Winter & Stennis, P.A. Jackson, MS.

Public Service Announcements (PSAs)

Public Service Announcements (PSAs) are short announcements, much like advertisements, that radio and television stations broadcast free for non-profit organizations. PSAs usually promote non-profit events and/or information in the public interest. Consider using PSAs for your Chapter since radio and television reach larger audiences than do newspapers. Promotion of lotteries, bingo games, raffles, or commercial enterprises isn’t allowed, but a PSA might be a great way to promote your Chapter and its projects.

Radio and television stations have different requirements for PSAs. Some want them typed and some want them taped. Be sure to get a copy of your stations’ guidelines before sending out PSAs. Don’t be surprised if the station asks whether or not your organization is registered with the state as a non-profit agency.

In general, any typed materials should be double-spaced and only printed on the front of a page. Since words may be read by someone unfamiliar with your subject, it is a good idea to provide a pronunciation guide for any hard-to-pronounce words. Your news items should follow exactly the qualifications for every good print news story: give briefly and concisely the who, what, when, where, and why of your newsworthy event. Unlike print news, however, with both television and radio, every word counts because there is such a premium on time. Eliminate any word that does not contribute to better understanding of the message.

Because copy for both radio and television is written to be heard (whereas print copy is written to be read), the timing formula is the same for all broadcast copy. And while newspapers deal in column inches as their form of measurement, radio and television deal in seconds. It is important for you to precisely time your copy for broadcast spots whether they are purchased commercials or PSAs. The following table will help you estimate the length of your copy by number of words per second:

<table>
<thead>
<tr>
<th>Seconds</th>
<th>Number of Words</th>
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<tbody>
<tr>
<td>10</td>
<td>20</td>
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<td>20</td>
<td>50</td>
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<tr>
<td>30</td>
<td>75</td>
</tr>
<tr>
<td>60</td>
<td>150</td>
</tr>
</tbody>
</table>

Broadcast, like print, media is under no obligation to grant free airtime to any organization. Unlike print media, however, you can count on the fact that FCC regulations require broadcast stations to make a certain amount of free airtime available for public or community service. Generally speaking, stations will give about one-fourth of their commercial time to public service. Remember, PSAs are scheduled at the radio
and television stations’ discretion – to play at their chosen time, which may be 2:00 A.M. And, as always, remember to thank a station that does run a PSA for your Chapter.

Useful information to find out before submitting a PSA to:

**Radio** – What format does the station require – live, prerecorded or scripts? If prerecorded, do they accept it in mp3 format via e-mail, or do they need a CD? How long should it be – 10, 20, 30, or 60 seconds in length? Should you submit basic information or write the PSA yourself? How much lead-time does the station require before running a PSA? **The NAJA Resource Center has a recorded 30 second PSA that can be e-mailed to you or your community radio station.** The PSA is also located under Public Relations on the NAJA Website.

**Television** – Will you or an announcer appear on screen? Does the station want to use footage of your event or organization as background? Do you need to prepare a script or will the station do that? Does the station use color slides, black-and-white photos, or does it require color prints? As with any media request, always list the name and phone number of a contact person along with the date to begin and to stop airing the PSA.

The attached PSA is a strong example of how to involve a local celebrity in your promotion. Greenwood, Mississippi’s mayor taped this PSA for the local Junior Auxiliary Chapter, and it has run on local radio stations. Consider doing the same to promote projects, your fundraisers, or just the mission of Junior Auxiliary during JA Week.

**Public Service Announcement from:**
**Junior Auxiliary of Greenwood, MS**

**Start:** January 1, 201__

**End:** January 31, 201__

**Contact:** Cathy Roberts, JA Public Relations Chairman – (662) 453-4755

Hello, I’m Harry Smith, Mayor of Greenwood.

Greenwood and our community are fortunate to have the Junior Auxiliary and its volunteer members do so many things that make this a better place for all of us. They sponsor and provide the funding for a number of good programs. For example, they provided the funding for much needed recreational equipment for our children in one of our parks, and that inspired your city government to provide funding for additional play equipment annually.

My personal favorite Junior Auxiliary program is “Bucks for Books.” This reading program motivates children, under adult supervision, to read at our library in the summer. Over the last 5 years, more than 10,000 books have been read.

To me there is nothing we can do for a child more important than giving him good reading skills. That’s why I ask you to join me in supporting the Greenwood Junior Auxiliary by participating in their Cotton Ball fundraiser or by making a generous contribution.

It’s about us, our children, our community, and the future.
Photography

You know the saying, “A picture is worth a thousand words?” Well, in Junior Auxiliary, it may well be worth more! When promoting your Chapter, eye-catching photographs often tell the story more effectively than a long article will.

Newspapers and TV stations usually have their own staff photographers and cameramen they use to cover events. Always invite them to your events. But because of the uncertainty in the news business, many of the events and programs that you will be publicizing will require photography by a Junior Auxiliary member. As the Public Relations Chairman, the job will often fall to you.

Following are some basic tips on quality photography for publication:

- Plan your subject matter. Decide who or what will be photographed before the event begins.
- Pictures with emotional appeal often have higher readership. Include the human element.
- Try to capture “service in action.” Show JA members interacting with a child or cleaning up a park rather than posing for a picture. Make sure any JA members in the photo are wearing service attire that clearly shows the Chapter name.
- Use a digital camera and learn how to e-mail the photos to the media outlet. Email as individual JPEG files versus files embedded in documents such as Word.

These are tips you should know as you develop your relationship with the news media.

- Do not clutter the picture with unnecessary elements. Take a tight, clean shot.
- Make sure the background is not distracting.
- Avoid reflections from your flash.
- Do not be stingy with your shots. Professional photographers take more than one shot of a subject – sometimes many shots. This increases your chances of getting a good shot.
- Do not be afraid to get close to the subject when taking pictures of people. With groups, fewer is better. It is tough to get a good shot with 20 people in the frame.
- Identify clearly for publication, by first and last name, everyone in the photograph.
- Avoid “up against the wall” or “grip and grin” shots. Have people in the picture doing something. You never want to bore people with your pictures.
- Refer to the consent form (Consent to Use Photograph or Recording) that follows and use it as appropriate. It is better to have a signed form than to face any problems later on.
- Insert high resolution photo as attached JPEG file in e-mail (do not embed in word document as it makes it harder for the papers to pull that photo out). Include the photo caption in the body of your release and reference your attached photo in the body of your e-mail message.
Consent To Use Photograph Or Recording

I consent to allow my still or video photograph to be taken and/or my voice to be recorded by the Junior Auxiliary of ________________. No representations have been made to me concerning the distribution or use of the photographs or recordings. I consent to the use and reproduction of my name, photograph, and voice by the Junior Auxiliary of ________________ and/or affiliated corporations for any purpose, including, but not limited to, copyrighted publications, news articles, and advertising.

I acknowledge that I will retain no right to the photograph or to any publication of which it is a part. This content is expressly intended to release from liability the Junior Auxiliary of ________________, its members, employees, and affiliated corporations.

I am 18 years old or older. My signature on this form is given as evidence of my consent.

___________________________
Address

___________________________   ___________________________
Signature      City, State, Zip

___________________________
Date

___________________________   ___________________________
Telephone Number

OR

Being the legal guardian of _________________________, I give my consent and acknowledgment on his/her behalf to the taking of his/her photograph or recording of his/her voice, and the use of reproduction of his/her name, photograph and voice as stated above. My signature on this form is given as evidence of my consent.

___________________________
Address

___________________________   ___________________________
Signature      City, State, Zip

___________________________
Date

___________________________   ___________________________
Telephone Number

************

This model consent form is intended to illustrate the type of consent that is generally sufficient. For precise information concerning what it takes to have a valid consent in your state, you should consult a local attorney who is knowledgeable in this area of the law.
NAJA Social Media Guidelines

Junior Auxiliary encourages Chapters and its members to use any tool available to increase membership, communicate with members and potential members, fundraise, and increase positive exposure. To that end, social media sites such as YouTube, Facebook, Twitter, Pinterest, LinkedIn, Vine, Instagram, and others should be embraced and used with the guidelines set by the Association. Social media sites allow you to connect to members and potential members in a very interactive way. The sites allow you to share video, post information, show pictures, promote your Chapter and projects, receive feedback, and best of all, network. You can find several “how to” guides at our website (under Public Relations – Social Media) that shows you how to set up various social media platforms and best practices for using them.

As with anything, some precautions should be made when using social media tools in connection with our organization. The same resources that make social media attractive are also the same elements that can injure the perception of JA.

The following social media guidelines are for any internet-based, unofficial National Association of Junior Auxiliaries site or otherwise related online unofficial internet-based element to Junior Auxiliary. If you create a Facebook, Twitter, Vine, Instagram, or other site/page and use any JA logo or related image or name your page/site as the resource of information for your Chapter, you have created an unofficial internet-based element and must comply with the following social media guidelines. These guidelines are recommended and will be monitored by the National Association of Junior Auxiliaries, Inc.

Everything is Public
Assume that everything you post will be seen by everyone, even if your account or post is private. Your posts should not contain content that would paint JA in a harsh light.

Posts should not include:

- Disparaging comments
- Copyrighted material that you do not own
- Inappropriate content (anything of a sexual nature, use or promotion of controlled substances, etc.)
- Third party advertisements
- Support of political candidates
- Personal contact information (do not include personal information about a member, such as address or telephone, without permission), especially children

If everything you post will be seen by everybody, then this gives you a great opportunity to market your Chapter to everyone. To make the most of this opportunity, make sure your posts are frequent, informative, convey a positive attitude, and use family friendly language.

Friends and Contacts
Some social networking sites allow you to keep a list of friends or contacts. Each of these friends also keeps a page of her own. When you choose your friends, be sure to
check on what their pages contain. If they contain any questionable material, it may reflect back to you.

**Ever Vigilant**

Social media sites allow people to reply to you in many public ways. Negative feedback is expected and should be embraced as positive feedback; however, derogatory comments and spam (advertisements) can also be found on your site. Be sure to remove any of these comments as soon as possible. Also be aware of who is making these posts and consider removing them from your contact/friend list, blocking/banning, or reporting them. To do this, you will need to keep a good eye on your account.

**Follow the Rules**

Each social media site you use has its own rules. These are traditionally known as Terms of Use Agreement. Most sites place a link to this document at the bottom of their home page. Be sure to read it and follow it. The last thing you want is to have your organization banned or have a social media site own your content.

Overall keep your site family friendly and positive. Share your events, share all the “good” things about JA, reach out to potential members, and promote your projects.

The National Association of Junior Auxiliaries reserves the right to question any content, posting, video, photos, friend approvals, or other information on any site that is directly connected to any entity of Junior Auxiliary. If your group does not want to be subject to NAJA authority on any social networking pages, do not include any logos, naming, wording, etc. that is in any way connected to the National Association of Junior Auxiliaries, Inc.

The National Association of Junior Auxiliaries, Inc. reserves the right to delete any comments at any time on social media sites managed by the Association. Users who persist in violating guidelines may be barred from posting to NAJA social media sites.

Any questions regarding the National Association of Junior Auxiliaries, Inc. social media guidelines can be emailed directly to najanet@bellsouth.net.

**Setting Up Your Own JA Chapter Website**

You don't have to be an established webmaster to set up a website for your Junior Auxiliary Chapter. You don't have to be a graphic designer or a computer whiz. You just have to be able to type, to put your good ideas into action, and to feel comfortable with surfing the Internet for some good how-to instruction.

As a Chapter, you’ll need to make some decisions. Why do you want to set up a website? Is it for public relations purposes? Is it to be a handy information source for your members? Is it for both reasons? It should be!

Who will be your in-house “webmaster?” -- the person who sets up and maintains your site, putting updated information and photographs on it for each of your Chapter projects? Who will feed the information to your webmaster? How much money is your Chapter willing to put into development of a website? This can involve anything from launching, designing, and updating it on your own, which can cost little to nothing, to hiring a professional to do the work and paying hourly fees that can be quite steep.
There are websites that you can go to on the Internet that can give you fast, user-friendly advice on how to begin setting up your own website. Some of them include:
* www.siteskins.net/
* www.zinergy.net/
* www.killersites.com

When setting up your own website, be sure and call into play all of your in-house resources. Do you have a Chapter member who has set up her own website? Ask her to lend her expertise. Have a Chapter member who maintains her company's website? Again, ask her to lend her talents to the entire Chapter. In addition, don't forget to keep track of passwords and logins in a notebook or other safe place for future webmasters.

And don't forget to peruse other JA Chapter websites and to pick up pointers from them. Many Chapters showcase not just their projects and coming events on their websites but list their members, their officers, their corporate sponsors, and information on how to join the organization. Some Chapters even use their website to collect and report hours!

Call or e-mail the webmasters for other JA sites. Most sites have links where you can instantly e-mail the Chapter and/or its webmaster with the click of a few keys. Ask what worked for them, what they learned when they were setting up a website, and how they saved time and money in maintaining their site. You will likely find that other JA members are your very best sources of information.

Facebook

If you don't have a Facebook page for your Junior Auxiliary Chapter, you could be missing out on one of the easiest, most reliable ways to communicate with your members and supporters. With nearly 48 percent of the total population being members of Facebook, and the fact that it's free, setting up a Facebook page for your Chapter should be at the top of your PR priority list. Pages can serve as an extremely effective marketing tool to build awareness of JA's work in your community.

To get started, check out our "how to" guide at our website under Public Relations – Social Media. You can create and manage a Facebook page for your Chapter from your personal account, but be sure that only one member of your Chapter sets your page up. To get started, go to your account settings, and click on the Help Center. Once there, you'll follow instructions for setting up a page (not a Group). Similar to Individual Profiles, Pages can be enhanced with applications that will help your Chapter communicate and engage with your audience and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond. Once the "official" page is complete, you can add administrators, so that more than one member can add content (President, PR Chairman, Event Chairman, etc.) Remember that Facebook pages don't take the place of your official website or other means of communication; they just enhance what you are already doing and take your messages to another audience.

Never forget that your brand can be affected positively or negatively by social media conversation. Do not post photos or content that you wouldn't want seen in the local newspaper. Photos are one of the things that make Facebook so much fun. Tagging members in photos can help spread the news. Just be sure not to violate any privacy issues by showing children you should not or showing photos of members in ways that might be unflattering to them or to your JA Chapter. Monitor the content and photos on
your page regularly and feel free to take down anything that doesn't reflect your brand appropriately.

Think of your Facebook page as an opportunity to engage in conversation with the public. Utilizing Facebook can bring in new donors, help you find new volunteers, educate the public and create awareness of your Chapter, and activate your volunteers in a meaningful way. Besides all of that, it's just FUN!

Tips for Successfully Using Facebook Pages:
1. **Invite your friends** (and ask them to invite their friends) to "Like" your Chapter's page. Even if they are not members of your Chapter, they will benefit from knowing what you have going on in the community and get updates about your events and projects regularly.
2. **Post regularly.** A quick daily or weekly post can go a long way toward increasing your identity in the community. Use your Facebook page to share information with your members and the public more quickly than you could using regular media outlets.
3. **Give shout-outs.** Thank your members specifically for a job well done or your sponsors for their support. Use the page to recognize your sponsors in a big way!
4. **Create a "Facebook Event"** for any of your fundraisers and spread the word by using the "Share" feature on your personal pages.
5. **If you have public service announcements** (radio ads or television spots), you can link to those through YouTube.
6. **Under the "Info" tab,** put your mission statement, web address, and contact information that might be helpful for donors or potential members.
7. **Under the "Discussions" tab,** you might list project information or specific needs.

NAJA Social Media sites:

Facebook: [https://www.facebook.com/NAJAI nc](https://www.facebook.com/NAJAI nc)

Twitter: [https://twitter.com/najainc](https://twitter.com/najainc)


Instagram: [http://instagram.com/naja_inc](http://instagram.com/naja_inc)

LinkedIn: [http://www.linkedin.com/groups/National-Association-Junior-Auxiliaries-Inc-4502392](http://www.linkedin.com/groups/National-Association-Junior-Auxiliaries-Inc-4502392)

YouTube: [https://www.youtube.com/user/NAJANET1](https://www.youtube.com/user/NAJANET1)
Other Publicity

There are other forms of publicity that your Junior Auxiliary Chapter can use. It is best to be creative and find the tools that work best for the project you are promoting.

Newsletters/Brochures:
Headquarters has available for your Chapter new NAJA brochures, explaining Junior Auxiliary. This wonderful brochure is also available with a blank page that you can use to customize information pertaining to your local Chapter. Check your NAJA Store order form for details.

Your Chapter may already publish a newsletter or brochure of its own. If so, keep up the great work! One question to ask yourself: Are we sending our newsletter to those in our community who could possibly support our JA Chapter? Make sure you are sending your newsletter to all the media outlets in your community as well as to all your financial donors, both past and present. You also want to be sure that you are sending to Active, Associate, and Life members of your Chapter.

A well-written, timely, and regularly distributed newsletter can boost your community’s involvement and enthusiasm for your JA Chapter.

JA Community/Road Sign:
The placement and maintenance of a Junior Auxiliary community/road sign is an important public relations function. You can find information regarding purchasing this sign on page 30 of this manual.

A JA community/road sign should be located on all main roadways into your service area. Because this sign will be seen by countless people each day, keep them clean and bright – the condition of the sign is a reflection of your local JA Chapter. It is up to your Chapter to do this, not the city or county you serve.

This sign can also serve another purpose. A portable sign makes a wonderful addition to your fundraisers and service projects. It is a great way to “advertise” your local JA Chapter.

Billboards:
Outdoor advertising provides a highly visible method of getting JA’s message to the general public.

Many outdoor advertising firms support worthwhile charitable projects within the community where they operate. It is highly suggested that you look into building a relationship with the outdoor company that serves your community and find out what they have to offer your local Chapter.

A letter to the Editor:
If you want to control the information that is printed about your Chapter, consider writing a letter to the editor of your local newspaper. A letter to the editor eliminates the need for a reporter and lets you speak directly to the newspaper’s readers.
A letter to the editor usually takes one of two forms: either responding to something previously printed in the paper or thanking the community for its support at the conclusion of a project or fundraiser. Here are a few tips:

- Check the editorial page for instructions on how to submit letters to the editor.
- Communicate your message, but be as brief as possible. Read published letters to get a feel for how long your letter can be.
- Include a brief introduction about your Chapter and its service to the community.
- Be clear. If you are thanking individuals or businesses, mention their names (and be sure to include the newspaper if it published even a small story about the Project.) If you are seeking donations, be sure to include a contact person or mailing address.
- Never allow your Chapter to take a position on any sort of political action. (This could cause your Chapter to lose its 501(c)(3) status.) Letters to the editor are read by a large portion of your community, and you would not want to offend someone associated with your Chapter because of a personal opinion. Stay clear of this form of opinion!

Service Attire
Service Attire is an easy way for your Chapter to get publicity every time it is worn. They also make your Chapter easily identifiable when going to a school or other public place for a project.

The current NAJA policy is that Junior Auxiliary Chapters must have standard service attire of either a smock, apron, t-shirt, or collared shirt that is Pantone Reflex Blue or white in color. Service attire must use a version of the official NAJA logo or crown symbol that are found on the website in white, Pantone 123 C (yellow-gold) or Pantone Reflex Blue. Service attire must be approved by the NAJA Executive Committee. The Chapter name must be stated with Junior Auxiliary listed first followed by the name of the city, county, or parish. Inclusion of the state's name is optional. The font color must correspond with the color of the crown or logo used. Font style is not dictated. Chapter members are encouraged to wear their service attire at all service projects to promote and develop the JA brand among all Chapters and members. Basic smocks, aprons, t-shirts, and collared shirts in Pantone Reflex Blue are available for purchase from the NAJA store. Service attire ordered from the NAJA Store does not require Executive Committee approval.

Nametags make a wonderful addition to service attire but are not considered service attire on their own. All Chapters are required to have NAJA approved service attire by May 2016.

Note: Service attire is different from a t-shirt that you might produce for a finance project. That apparel would only need NAJA Executive Committee approval if a Chapter uses the NAJA logo or crown symbol.

PR Kit:
NAJA has put together a PR Kit to be used for the marketing purposes of NAJA. The kit can be adapted for Chapters. It uses the Presentation Folder and a NAJA Brochure that can be purchased from the NAJA Store. Other items that can be included are a NAJA or state map of Chapters; a Crownlet, and other items specific to the individual Chapter.
PR Tools:
Below are a few suggested items from the NAJA Store that can be purchased for
different events, such as JA Week, luncheons, etc. See page 28 for complete store
order form.

- Car Decal
- Car Coaster
- Emblem
- Huggers: NAJA Logo or Feather & Crown
- Lapel Pin
- Mirror
- Magnet
- Presentation Folder
- Puzzle (3” x 3 ½”)

# NATIONAL ASSOCIATION OF JUNIOR AUXILIARIES, INC.
## STORE ORDER

**Buyer's Name**

**Telephone** (   )

**Address**

**City, State, Zip**

**Cardholder Name and Number**

**Expiration Date**

**MAIL TO:** NAJA STORE, P.O. Box 1873 Greenville, MS 38702-1873 OR Order Online at: www.najajet.org

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<td>JOURNAL WIRE</td>
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**TOTAL** $
FOR APRON, POLO, T SHIRT OR MAGNETIC NAME TAG ORDERS ONLY: MUST EMAIL/MAIL/FAX ORDER TO NAJA HEADQUARTERS NO PHONE ORDERS. NO CREDIT CARDS **PRE-ORDERS ONLY

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<th>ITEM</th>
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<th>Please go to: <a href="http://www.najanet.org">www.najanet.org</a> for apron details: price, size, etc.</th>
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<tr>
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<tr>
<td>APRON: Chef 3 Pocket</td>
<td>U-AP-C</td>
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**POLO SHIRT:** Gildan 50/50 Blend

Price includes logo and Chapter name monogrammed in white.

**Ladies Cut**
XS, S, M, L and XL - $16.00
2XL, 3XL - $20.00

**Regular Cut**
XS, S, M, L, XL - $21.00
2XL, 3XL - $25.00

**T-SHIRT:** Gildan 50/50 Blend

Price includes logo and Chapter name monogrammed in white.
XS, S, M, L and XL - $14.00
2XL, 3XL - $19.00

Magnetic Name Tag

FOR MAGNETIC NAME TAG ORDERS ONLY: MUST EMAIL/MAIL/FAX ORDER TO NAJA HEADQUARTERS NO PHONE ORDERS. NO CREDIT CARDS **PRE-ORDERS ONLY

**MAGNETIC NAME TAG:** 3 1/8 X 1 5/8 White with blue writing – Price $10.00

Shipping will be billed separately
Must email/mail/fax order to NAJA Headquarters.
naianet@bellsouth.net
NAJA; PO Box 1873; Greenville, MS 38702
FAX: 662-332-3076
NAJA COMMUNITY/ROAD SIGN

Order from NAJA Headquarters

Buyer’s Name _________________________ Date __________
Junior Auxiliary Chapter ________________________________
Street Address _______________________________________
City_____________________ State ______ Zip _____________
E-mail ______________________________________________

_____ 18x 24 RECTANGLE SIGN $130 PLUS $15 SHIPPING

CHECK OR CREDIT CARD MUST ACCOMPANY ORDER
_____ Visa   _____ Mastercard
Cardholder Name________________________________
Card Number _______________ Exp. date _____

MAIL PAYMENT/ORDER TO:
NAJA
P.O. Box 1873
Greenville, MS 38702-1873
OR
Order online at www.najanet.org
By phone (662) 332-3000

For office use only:
Received Order __________ Placed Order ___________ Shipped Order ____________

10/08
PowerPoint Presentation

PowerPoint presentations are vibrant and professional and are relatively simple to create. Inserting, sizing, and positioning images on PowerPoint slides takes only a few mouse clicks. PowerPoint presentations may also be posted to the Web, which may serve as an effective marketing tool for new members or fundraising for your Chapter. The National Association of Junior Auxiliaries has a JA Marketing PowerPoint presentation that is an overview of NAJA and its mission and goals. You can also add slides to show your Chapter's projects. It is available online under Public Relations Information.

Some points to consider when creating your own PowerPoint presentation:

1. One of the first considerations that you need to make is how you are going to present the presentation. If you plan on using a computer and a data projector, make sure the room you will be in has the appropriate equipment well before the actual event is to take place. Check the version of the software that is installed on the computer you will be using if you will be bringing a laptop of your own. Make sure you have all of the necessary cables and drivers to connect to the system. Don't assume that your presentation will work on another person's laptop. Disk failures, software version mismatches, lack of disk space, low memory, and many other factors can invalidate your assumption.

2. Lots of colors or animations may look impressive at first, but can become tiring or annoying to viewers if overused. Try to create a visual look and feel that adds to the content, not distracts from it. Use consistent color schemes and formatting conventions across the slides in your presentation. About 10% of the population has trouble with reds and greens. Avoid those colors, if possible.

3. Use images judiciously. Images can be very helpful in illustrating concepts but can also be irritating if they are overused or of poor quality. For example, the "Ken Burns effect" of zooming in and out on pictures can be taxing. In addition, keep in mind that when projected on a large screen, a small image will appear quite large and poor image quality will be particularly noticeable. Even two images may make your file size greater than the capacity of a CD. Use a flash drive for best results.

4. Strive for strong contrast between text and backgrounds. When in doubt, use either black text on a light background or white text on a black background. Combinations such as red text on a blue background can be very hard to read when projected in a lecture hall. Stick with a solid background color to be sure!

5. Be prepared for technical difficulties. Even with extensive planning, computer-based slide show presentations often experience technical difficulties. If you have time, it is always a good idea to have a backup copy of your presentation as a handout for your audience.

6. Consider web-based problems or restrictions as you design your presentation if it will be put on the web. Digital images should be kept small and to a minimum. Although you may not notice a difference connecting on your computer, someone else connecting via modem might have to wait considerably longer to view web pages with images.

7. Make your text large. Titles should be approximately 36-40 point sizes and body copy should be about 24 points. Text slides should be brief, with no more than eight words per line and no more than eight lines per slide. Fonts may look fine when you
are close to the screen, but from 6 feet away, you will notice that serif fonts and narrow or condensed fonts are far more difficult to read than a font like Helvetica. Don’t sacrifice readability for style – your job is to communicate!

8. ALWAYS practice your presentation on a screen size of the same size you will be using to verify that your slide show presents as intended.

9. Don’t forget to pack extra batteries if you are using a remote control “clicker.”

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**ABCs of Public Speaking**

Tips from Mandy Stanley, Author of “Hair-On-Fire!” presentation skills

- **Analyze your Audience** – number of people present, age, gender, educational background, knowledge level of subject, geographical location, hot buttons or taboo subjects.
- **Believe the Four Bs of Public Speaking** – be prepared, be interesting, be brief, be seated!
- **Create Confidence** – if you speak with confidence, you are perceived as confident, and you become more confident. Stand up straight, make eye contact, smile, breathe.
- **Dress for Success** – when in doubt, dress one level up from your audience. Avoid busy patterns and multi-colored suits. Wear darker colors when speaking to large groups. Follow the 1 + 1 Rule for men and women’s suits: 1 primary color + 1 accent color. Ladies – don’t wear distracting jewelry, heavy makeup and big hair. Men – button your coats. Remember to remove your nametag before you speak.
- **Engage the Eyes** – make real eye contact with individuals in your audience, as if you’re talking one on one with each person for 3 to 5 seconds. Divide the room into quadrants and alternate your focus to avoid favoring one side of the room.
- **Forget Fidgeting** – do not do any of the following while speaking: twirling the hair, popping your pen cap, tapping the lectern, fiddling with note cards, jingling coins in your pocket, scratching your head, adjusting your tie, playing with rings, pacing with no purpose or messing continually with the microphone.
- **Gesture with Grace and Purpose** – People are more likely to pay attention to what we’re showing them than what we’re telling them. Words and body language must be in sync. Gestures should enhance not distract from the message.
- **Highlight with Humor** – Dos and Don’ts of using humor: Don’t over promise, saying “This is the funniest joke you’ve ever heard.” Do poke fun at yourself, not audience members. Don’t bill yourself as a humorist unless you are. Otherwise listeners will expect a stand-up comic. Do pause before the punch line. It’s not as funny if it has to be repeated. Don’t even think about jokes that pertain to sex, religion, politics, race, age, or disabilities.
- **Involve your Audience** – Ask an open-ended question. Begin with a series of questions where they can respond by raising their hands. Get them laughing. Conduct a “pair and share” exercise.
Journal your Ideas – Keep a journal of ideas on different topics. You'll never be at a loss for new ideas. Always get permission from others to share their stories, and when using direct quotes, give credit where credit is due. Samples for an idea journal are: related articles, quotations, real-world examples from coworkers, funny stories you hear, illustrations, ideas for exercises and sample visual aids.

Know your Subject, Your Audience, and Yourself – prepare yourself physically, mentally and emotionally before you speak. Prior to speaking it is very helpful to: loosen up by stretching, avoid alcohol and caffeine, eat a light breakfast, avoid dairy products, which can sometimes lead to throat congestion, wear comfortable clothing and shoes, and don't forget to breathe.

Lose the lectern – turn the lectern at a slight 45 degree angle and stand to the side of it. This way it doesn't seem so much like a barrier between you and the audience, but you can still have your notes available.

Memorize your First and Last Sentences – Don't ad lib at the beginning of your speech, although it is tempting to do so. When you have a strong opening sentence that you have already practiced and prepared, you will speak more confidently; tame those butterflies and win the audience's attention.

Nix your Nervousness – Turn that nervous energy into good adrenaline by taking control of your surroundings, focusing on your audience rather than yourself, and knowing your first and last sentences.

Open with Oomph – Hook your audience by using one of these openers: tell a story with which the audience can relate; ask a provocative question; share some startling statistics; use humor, though not necessarily a joke; quote someone; tie in a news-worthy current event; or involve them in a discussion or activity.

Pack your Bags – Following is a list of props you may need for your presentation: overhead transparencies and markers; flipcharts and markers; transparent tape and masking tape; portable microphone and equipment; extra copies of workbooks and other learning guides; CD player and CDs; slide projector and slides; remote control; laptop and presentation software; writing utensils; props and visual aids; door prizes and candy; and emergency clothing.

Quicken your Wit – If something goes wrong, like the bulb on an overhead projector goes out, or if your opening story lays an egg, be prepared with an arsenal of prepared one-liners that you have rehearsed but that appear spontaneous. The perception is that you are able to think and speak on your feet. A good book to read is “What to Say When You’re Dying on the Platform: A Complete Resource for Speakers, Trainers and Executives,” by Lilly Walters – McGraw-Hill, 1995.

Rehearse, Rehearse, Rehearse – Before an important presentation you should: practice in front of a mirror; rehearse in front of your spouse; invite some friends over and let them be your audience; videotape yourself; audiotape yourself and listen to it in your car; and repeat selected sections of your speech three or four times.

Support yourself with Speaker’s Stance – Stand with your feet at shoulder’s width apart, elongate your spine and assume good posture, stand with your weight slightly forward in your stance, concentrated on the balls of your feet and let your arms rest naturally at your sides.
Tell Them – Tell them what you are going to tell them, tell them, and then tell them what you told them. This is called the Madison Avenue Approach to speechwriting.

Un-clutter Your Slides – Use the 6 X 6 Rule: no more than six lines of text with no more than six words per line. Leave plenty of white space, resist the temptation to cram too much information onto one slide, and use sans serif type.

Voice your Vocal Concerns – Monitor your verbal crutches. Don’t use verbal fillers such as: “uh”, “ummm”, “and”, “the point is”, “like”, “well” “and” “okay”. Do not have continual throat-clearing or lip-smacking.

WIIFM Your Audience – Before you hit the stage, your audience is tuning into WIIFM radio. That station is “What’s In It For Me”? Ask yourself what’s in it for my audience?

Express Sincerity – Make sure you express sincerity in your message. You have to believe what you are saying.

You Are the Presentation – 7% of our message is communicated through our words, 38% is communicated through our tone of voice, 55% is communicated through our body language and other cues. (Source: Dr. Albert Mehrabian)

Zig Ziglar’s Advice – Motivational speaker Zig Ziglar says, “Everyone has butterflies in his stomach. The only difference between a pro and an amateur is: the pro has them flying in formation.”

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Elevator Talk – NAJA has developed an “Elevator Talk” that any JA member can use (or sing!) when asked about Junior Auxiliary. This is a short, 30-second spiel that could be memorized by all members for quick recitation when needed.

“In Junior Auxiliary is a group of women who desire to make a lasting difference in their communities by meeting the needs of its citizens, especially the children. Chapters all over the southeast develop and administer hands-on projects that embody the organization’s slogan, Care Today – Character Tomorrow.”

If you have more time, information could also be given on Chapter service projects and fundraising. For example, some of our local service projects are…” and, “Our JA sponsors the ________fundraising event to raise money to support our service projects.” Go to NAJA’S website: www.najanet.org to see sheet music and get the MP3.
PR CRISIS PLAN

Should a situation arise that develops into a potentially negative outcome for the Chapter, it is critical that you act quickly and precisely to protect the goodwill and reputation of the Chapter. To facilitate this action and minimize the damage to the Chapter, you must have a crisis plan in place BEFORE the crisis.

While NAJA’s goal is for you never to need this information, having a plan in place will help to reduce the stress of the situation and allow you respond professionally and promptly.

If facing a PR CRISIS -

CALL - Immediately notify the President and Executive Board.

REASSESS – Quantify the situation – is this a legal, financial, service, or leadership issue? Reach out to resources (NAJA, CSC, Chapter Attorney, etc.).

INFORM - Notify the membership of the situation and remind them that all inquiries are to be directed to the President or her designee (PR Chair).

STATEMENT - Draft a written response in order to be prepared for media calls/interviews. Practice the statement out loud and have others role-play the journalist so that you are prepared for the hard questions. Have copies of the statement to distribute to members of the press, especially in a press conference setting. If the situation calls for it, plan a press conference to distribute the Chapter’s response, but use this as a last option if you are not receiving an opportunity to voice the Chapter’s position.

Implement a recovery plan if the Chapter is facing severe impact. Consider all media – print, broadcast, outdoor, and electronic, including Social Media. Review all action leading to the crisis and follow through on the response. Tweak your Crisis Plan should the need arise again in the future.

Stakeholders. Include all stakeholders in the response and keep partners informed. Emphasize the service the Chapter provides to the community so the focus does not concentrate on the crisis.

If you are interviewed by the media, you may choose to read the prepared statement and answer questions from journalists, or not. If you do take questions, answer only the question asked and state only known facts. If you don’t know the answer, say “I don’t know the answer to that question, but I will seek out the information and get back to you.” Remember, especially in a crisis, there is no such thing as “off the record”. A media log should be kept so that you can record each encounter and ensure that all requests are answered. Don’t favor one reporter over others.

For electronic media, it is important to manage the conversations closely and frequently. Your Chapter should have a clearly defined social media policy and abide by it. If offending remarks are posted on your page, it is much better to remove the remarks than start a public feud.

When dealing with a potential damaging event, remember the Three Ts - “Tell it all, Tell it fast, and Tell the Truth.” ¹ The “ostrich approach” does not work in a crisis. If the
media or public cannot get information from the Chapter, they will get it from others. Better to voice your position than have others do it for you.

Attacks on your Chapter’s good name may come from many directions – a service project that went awry, embezzlement of Chapter funds by a member, an attack by a disgruntled citizen on your Facebook page, Life and Associate members trying to stage a coup of the current Leadership. One of these scenarios is outlined below to give you an example of executing the Crisis Plan.

PROJECT DELIVERY GONE AWRY
For the fourth year in a row, the Junior Auxiliary of Anytown was invited by the local school district to plan and deliver their Aim for Success program. For an unknown reason, this was the first year that the student “Opt Out” forms were not distributed by the school district to parents of students who would attend the program. JA arrived on the appointed day, delivered the program, and felt good about reaching so many young people with a worthwhile message. It wasn’t until the next day that a local journalist called the JA President wanting a statement. When the President asked the journalist why a statement was needed, the journalist told her that some parents of the students in their program the day before were outraged that their children had been subjected to material the parents did not approve in advance. The parents planned a protest later that day to voice their disapproval.

The JA President told the journalist that she did not know of this situation and promised that she would inquire about the allegations and respond to the journalist within 3 hours. The JA President then used the steps above to make sure all parties were involved and with assistance from NAJA developed the following statement.

The Junior Auxiliary of Anytown works closely with the Alltown County School System, the Anytown City School System, and the local private schools on various projects each year. These projects include sending meals home to children in need; buying and providing school supplies and clothes for children who might otherwise go without; and conducting exams to detect vision problems. Junior Auxiliary of Anytown also provides assistance to the Alltown County School System in fulfilling state-mandated sex education requirements by providing funding for Aim for Success, a national abstinence-only program that teaches abstinence through “self-control, self-respect, and self-discipline.”

It has been brought to our attention that several students in the Alltown County School System may have been allowed to attend a recent Aim for Success program without the appropriate parental consent forms having been sent home by individual schools, signed, and returned to the schools by parents of those students. We certainly respect every parent’s right to determine how their child is to be educated on matters such as those included in the Aim for Success program. The Junior Auxiliary of Anytown raises funds for the administration of Aim for Success and relies on each individual school system to obtain appropriate parental consent for those students who opt to attend the program. The Junior Auxiliary of Anytown values its partnership with local schools and their mutual goal of providing services to all of our community’s children and families.

1 Communication Crisis Plan: A PR Blue Print, Clawson, Sandra
Submitting for *The Crownlet*

*The Crownlet* is the biannual publication of the National Association of Junior Auxiliaries, Inc. Chapters are encouraged to send in articles for *The Crownlet* reporting on their projects and/or any other event they wish to submit. Deadlines for the articles are April 15 and November 15. *The Crownlet* is mailed to all classes of members in early March and early September. This publication provides all members with information about NAJA and the local Chapters.

Some guidelines for submitting articles to *The Crownlet* are as follows:

- Use the form on the following page or print a form under online forms on the NAJA website for submitting material.
- Always send good action photos with the material. Show service in action as discussed on page 19.
- Make sure that you are wearing your service attire.
- Always identify the people in the photos.
- Be sure to get the approval of those in photos for publication.
- Give important details about the project or event.
- Additional material may be sent in such as:
  - Human interest stories
  - Songs, poems, skits etc. used in Chapter functions.
  - Nominations for the Pearls in our Crown column (outstanding accomplishments or recognitions of Chapter members.)
CROWNLET

FORM FOR SUBMITTING ARTICLES
(Deadline: Spring-Nov. 15, Fall-April 15)

JUNIOR AUXILIARY OF________________________________________________

PUBLIC RELATIONS CHAIRMAN________________________________________

EMAIL ADDRESS:_____________________________________________________

PHONE:________________________________________________________________

SUBMIT BRIEF (but not too brief) DESCRIPTION OF PROJECT in a Word
document suitable for publication. Begin your article with your Chapter name. (Also
include your Chapter name in the Subject line of your email.) Include anything that made
the project of special interest, comments from people in community, people helped or J.A.
members themselves and results that were noteworthy. Email digital photos in JPEG
format only, please, with participants in photo(s) identified. All submitted photos will be
considered in our “Tip of the Crown” feature. A good photo as well as a good description
of the project, which exemplifies the true purpose of Junior
Auxiliary, aid to children, is the chief criteria for consideration.

1. Service, Finance or Education Project Name:

_____________________________________________________________________

2. Pearls in Our Crown
The CROWNLET has a feature called Pearls in our Crown to spotlight Junior Auxiliary
Active, Associate or Life members who have had state or national recognition for
volunteer work or career work in a field relating to children or youth. Please email photo
and Word document suitable for publication.

3. Special Interest
If you have used (in your Chapter) poems, articles or speeches that were very good,
please share them with us in an attached Word document suitable for publication.

Emailed submissions to najanet@bellsouth.net are PREFERRED.

NAJA Headquarters, P.O. Box 1873, Greenville, MS 38702; FAX to 662-332-3076.
NATIONAL "JA WEEK" SUGGESTIONS FOR SUCCESS!

The NAJA Public Relations Committee urges each Chapter to participate in "JA WEEK" during the first full week in April. Please make every effort to have your local JA Chapter covered in the news. Below are some suggestions that will help you plan for this special time. Be creative and have fun! Also you will find a suggested Proclamation and Press Release, which you are encouraged to use.

Suggestions for Success:

- Promote JA Week on your Chapter website, Facebook Page, Twitter and additional social media platforms that your Chapter utilizes.

- Re-create your Chapter brochure (for the computer friendly, this is an awesome and easy project where you can display up-to-date pictures as well as projects).

- Distribute brochures, articles, pictures, etc. to the media. Also, brochures can be displayed at local businesses that help you throughout the year. Have your mayor, school superintendent, or board of supervisors proclaim "JA WEEK" with news coverage. Arrange to have members of your Crown Club, or students from a class recently served through a project, to meet the mayor or board of supervisors and witness the signing. It's a good civics lesson for them, and a bit more interesting photo opportunity for local media.

- Ask a local billboard company to donate free space (it's deductible to the billboard company). Cost to your Chapter for the vinyl/paper is usually nominal.

- Approach your local newspaper about news coverage or donating advertising space saluting your local Chapter with a copy of the Proclamation and pictures of your various projects. The page could be sponsored by local businesses that have supported your Chapter. (Your local paper may even be willing to have their staff sell ads for you and split the profits with your Chapter.)

- Have a marquee blitz! Attempt to get most of the businesses in town to say a good word about your Chapter. (Ex. Congratulations JA of _____ for the great work you do in our community).

- Hold a reception for the area businesses to show your appreciation.

- Present your area business supporters with a surprise "goody" basket.

- Arrange displays around your community showing your various projects. Hold one of your big projects during this week. Invite a local "celebrity" to participate in a project during this week. This could be your town mayor, police chief, newspaper columnist, television news anchor, business leader, etc. (Avoid using politicians who are campaigning or will be soon.) Ask local businesses to feature your Chapter's JA message on marquee space or in a display window. "I proudly support JA of Columbus!"
Have Active, Associate, and Life members wear blue ribbons signifying JA Week, attached to a lapel pin. Lapel pins may be purchased from Headquarters ($1.00 each). Associate and Life members might prepare these for you.

Service Attire is an easy way for your Chapter to get publicity every time it is worn. They also make your Chapter easily identifiable when going to a school or other public place for a project.

Donate artifacts from your local Chapter to the permanent collection of a local museum or library. This could include scrapbooks, photos, past awards, etc. Host a reception at the museum and invite local media to the ceremony. Ask a well-known local pastor to offer the invocation and ask museum personnel to comment on the place JA holds in the history of your community.

“Sweeten up” your Corporate Sponsors with a box of assorted chocolates with the JA logo on it from "Nandy's Candy" (see ordering information on page 44).

Give "daily reminder" gifts like pens, travel mugs, portfolio, etc. (available from Headquarters). Every time the recipient uses it, they will think of JA. Order form is located on page 28 of the PR Manual or full details, including pictures, are on the web site www.najanet.org. (User Name: najaweb; Password: chapters).

Please adapt the sample press release to your project for JA Week, using your Chapter stationery. Take this information to all your local media – area newspapers, radio, television, cable providers, magazines, and other print media.
OFFICIAL PROCLAMATION

WHEREAS: The Junior Auxiliary of ______________, ______________, a Chapter of the seventy-one year old National Association of Junior Auxiliaries, Inc., represents a serious endeavor on the part of women to be active and constructive participants in the community and to assume responsible leadership in meeting community needs; and,

WHEREAS: The mission of the National Association of Junior Auxiliaries, Inc., is to encourage member Chapters to render charitable services which are beneficial to the general public, with particular emphasis on children, and to cooperate with other organizations performing similar services; and,

WHEREAS: The Junior Auxiliary of ______________, ______________, works actively to perform the mission of the National Association of Junior Auxiliaries, Inc., in this community, and we appreciate its efforts.

NOW, THEREFORE BE IT PROCLAIMED that I, ____________________________, Mayor of the City of ______________, ______________, do hereby designate the week of April ____, 201_, as JUNIOR AUXILIARY WEEK in ______________, ______________, sponsored by the National Association of Junior Auxiliaries, Inc., and urge all citizens, civic and fraternal groups, news media, and other community organizations to join in the salute to Junior Auxiliary volunteers who have been an important presence in this community since ________________. (Local Chapter Organizing Year)

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND AND CAUSED THE SEAL OF THE CITY OF, ________________, ________________, TO BE AFFIXED THIS THE ________ DAY OF APRIL IN THE YEAR OF OUR LORD 201_.

____________________________________
Mayor
PRESS RELEASE

FOR IMMEDIATE RELEASE

SUBJECT: NATIONAL JUNIOR AUXILIARY WEEK

FOR MORE INFORMATION CONTACT:
______________ AT ________ - ________ (include a couple
of phone numbers and an e-mail address)
(Local Chapter PR Chair or President) (phone number)

Local Junior Auxiliary celebrates service in April

15,320 - The number of women serving their communities through the National
Association of Junior Auxiliaries.

247,690 - The number of service hours Junior Auxiliary members worked in their
communities in 2013-14.

$ 2,685,420 - The amount of money Junior Auxiliaries invested in seven
southeastern states in 2013-14.

Return on that investment - priceless. (Chapters can use the NAJA numbers or
substitute their own.)

The hard work goes on year-round, but during the first week of April each year,
the Junior Auxiliary of _______________ pauses to say thanks to the community for
another great year.

A year packed with service to families and children through (number) service
projects that include everything from (example of work here) to (example of work here).

"(Quote from a local school teacher, parent, etc. who will comment on how they
benefited from a JA project. Be sure they don't mind using their full name; most
newspapers won't publish an article with only first names.)

This week JA of __ will be working with area youth _______________
(Cite target group)

__________________________________________

presenting a program on ________________, JA members will________________
(Name program, ex: Child Lures) (Describe program
activity)

______________________________, benefiting an estimated (number of)
children.
(Give additional specifics, statistics, etc.)
Local School Superintendent _____________ commended the volunteers for their work.

(Note – Can be any community leader working with children) (Name)

"___________________________________________________________________,

said (community leader).

(Insert direct quote from community leader here)

JA of __ has (number of actives) members who each donate (number of service) hours every year to the chapter's various-projects. The chapter raises funds each year through (name major fundraising).

"This is such an exciting week for us, because it gives us a chance to thank all of the citizens of (name of town) for supporting us in this work, and to recognize our wonderful corporate sponsors who finance these projects," (name of Chapter president or PR chair, etc.), said. "The families and children we serve are so deserving and thankful for this assistance, and none of that would be possible without the support of the entire community."

Junior Auxiliary has a rich history of service, and the Junior Auxiliary of ____________, is carrying on that tradition. This chapter embraces the founding principles of our national organization, “helping children and making a difference in their lives,” said ________________, NAJA President.

(Chapter Name) is a part of the National Association of Junior Auxiliaries (NAJA), a non-profit organization founded in 1941 with headquarters in Greenville, MS. NAJA has 15,320 active, associate, and life members in 97 chapters in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri and Tennessee.

The NAJA slogan is “Care Today – Character Tomorrow”. Junior Auxiliary chapters are working more than ever to provide care to those less fortunate in order to make their tomorrows better.

For more information, or to make a tax deductible donation to JA of __, visit its website at www.(your website here) or call (your donations chair) at (a number that can be published in the media). For more information on NAJA, visit www.najanet.org or call (662) 332-3000.

### (this symbol signifies the end of the press release).
Nandy's Candy is happy to announce that we are fortunate to have a chocolate mold of the Junior Auxiliary logo. We would love to assist you in all of your Chapter's needs for molded chocolates.

These custom pieces may be ordered by the pound or as centerpieces of assorted boxes of Nandy's Candy chocolates. Each pound of your custom molded chocolates contains approximately 72 pieces.

- 1 lb. box of logo’s - $36.00
- 4 piece box - $4.95
- 1 piece cello bag – $1.00
- 1 ½ in. coin with logo on both sides – $1.50 plus dye charge

Shipping costs begin at $8.95 for a one pound order, contingent upon destination and season. Normally shipped by UPS.

* Please consider weather conditions when ordering your Chapter's candy, as warmer weather is not conducive to shipping chocolates.

* Our prices are subject to change.

Please contact us at 1-800-653-8614 or e-mail us at nandyscandy@comcast.net
Website: www.nandyscandy.com

Nandy's Candy, Inc.
Maywood Mart
1220 East Northside Drive
Suite 380
Jackson, MS 39211
Glossary

- **Baseline** – Imaginary line on which upper and lowercase letters sit; descenders extend below this line.
- **Bleed** – Extra amount of image extending beyond the trimmed edge of a page.
- **Byte** – Common unit of computer storage; a byte is 8 bits.
- **Caption** – A brief description of action or event shown in a picture, identifying people, time, place, etc.
- **Copy** – Written material in the form of articles, captions, PSAs, or any other form of press release for publication or broadcasting.
- **Contrast** – The relationship between the lightest and darkest areas in an image.
- **Coverage** – Space or time given by media to publicize an event or organization.
- **DPI** – Dots per inch; measurement of the density of information in an image; also the measurement of the resolution of printers and image setters.
- **Dub** – To copy an audio or videotape.
- **Duotone** – Two-color halftone production from a single grayscale image.
- **Editorial** – An article expressing the views of the owner, publisher or editor of a newspaper, radio or TV station.
- **Fact sheet** – A document listing the essential facts on a subject or event.
- **Font** – Typeface comprising a collection of letters, numbers, punctuation marks and symbols with an identifiable and consistent appearance.
- **Format** – Size, shape and general makeup of publication, or type of programming or music of a broadcast station.
- **Glossy print** – A smooth, shiny-surfaced photograph most suitable for publication.
- **Grids** – Nonprinted lines that show up on your computer screen, but not on the finished publication. They establish the overall structure on the page of text, display type and artwork. Grids determine the number of columns, margin size and placement of design elements.
- **Halftone** – Pattern or screen of dots of different sizes used to simulate a continuous-tone photograph.
- **Head, Headline** – Title for an article that summarizes its content.
- **Imagesetter** – Digital phototype-setting machine capable of producing graphic images as well as type.
- **Inverted pyramid** – The style of writing employed by newspapers in which the most important information is given first, with gradually less-important items in subsequent paragraphs.
- **Justification** – Alignment of text at both sides of a paragraph through the adjustment of word spacing.
- **Kerning** – Spacing between characters.
- **Layout** – Design for a page of printed material.
- **Lead** – First paragraph of an article, including the most essential information (who, what, when, where, why and how). In the case of a feature story, it can be a teaser paragraph to draw the reader into the story.
**LPI** – Lines per inch; the measurement of a halftone screen.

**Margin** – Outer area of the page surrounding the principal text and image areas.

**Matte print** – A dull-surfaced photograph, most suitable for use of TV broadcast.

**Media** – Newspaper, radio and TV stations, magazines, newsletters, brochures, billboards and any other type of outlet for information.

**Pica** – Basic unit of measurement typesetters use to specify type sizes, line lengths and the space between the lines.

**PICT** – Apple’s native picture file format.

**Pixel** – Picture element: the smallest distance unit of a bitmap image.

**Point** – Points are used to measure type size and the space between the lines and paragraphs. There are 72 per inch.

**PostScript** – Adobe’s page description language.

**PPI** – Pixels per inch: measurement of the density of information in an image.

**Prime time** – Broadcast hours when the potential audience is the largest, usually weekday evenings.

**Process Colors** – The CMYK (Cyan, Magenta, Yellow, Black) colors used to reproduce color photographs and illustrations.

**Promotion** – Efforts intended to spur interest in an event, organization, product or person.

**PSA** – (Public Service Announcement) – information delivered by a broadcaster, free of charge, concerning an event or organization.

**Publicity** – Information that has news value, intended to advance the interests of an organization and usually appearing in print or broadcast media.

**Public Relations** – The art of interpreting the aims and activities of an organization to the public.

**RAM** – Random Access Memory: memory that a computer used to store information it’s processing at any given moment.

**Release** – A printed article, PSA or the like distributed to the media.

**Release Date** – the day on which information given to the media can be printed or broadcast.

**RGB** – Red, Green, Blue: the color model used by scanners and monitors.

**Screen** – Dots of color or grayscale within a specified area to create an area of shading behind text or graphics. Usually calibrated between 5 percent to 100 percent.

**Spots** – Brief TV or radio announcements delivered by broadcast personnel.

**Spot Color** – Colors other than the process colors printed as separate color within a printed document.

**Thumbnail Proofs** – Miniature images of your pages printed on a single page – usually two or four. Allows you to preview design elements like contrast and symmetry, also used as a proof for clients.

**TIFF** – Tagged Image File Format: the most compatible format for print images.

**Tint** – See Screen.

**Tracking** – Word and letter spacing, used for copy fitting, styling and to improve readability.

**Vector** – Drawing or object defined mathematically; sometimes called object oriented.

**White Space** – Term given to an area in a layout that is blank. Used to provide contrast and direct focus.