

PUBLICITY OFFICER Role @ NZYF



Why your Club does needs publicity?

- Publicity is the key to communicate the success of all Club activities and events.
- To achieve publicity, interesting reports and articles, accompanied by appropriate photographs need to be regularly submitted to local newspapers. The media can then publicise to your community what NZYF has to offer.
- Remember a Club can't expect support if the public is unaware of its activities.
- If the wider community is aware of what your Club does, you will receive support and encouragement for others to join in.
- You must promote your Club and what better way than to publicise your activities in a positive manner regularly.

Role of Publicity Officer

These guidelines have been prepared to help you be the best Publicity Officer your Club has ever had. Remember - these are guidelines only. It is up to each Publicity Officer to decide which activities are chosen to best promote his/her own Club, or District.

SOCIAL MEDIA

Use your club Facebook, possibly even Instagram to your advantage. Get your name out there, showcase what your club is doing... the world and reach of social media is powerful stuff. Keep posts PC when possible and remind your club members that their gran might be able to see whatever is posted!

Link in with clubs neighbouring you, and also your regional Facebook page and your Field Officers page. Evening connecting with the New Zealand Young Farmers FB page, and pages from clubs in the other island can give you some great club inspiration and networking opportunities too.

How to use the Media?

Newspaper

- **Introduce yourself** - Your first job is to make yourself known personally to the editor of your local paper and let them get to know you. Give them the name of your organisation, your name and contact details (day and night) so they know exactly who to contact.
- **Regular contact** - Let the editor know that they can expect regular articles and reports from you. • **Club officers list** - Give the editor a list of the Club officeholders. You could also give them a mug shot photo of the new Chairperson and some background information, so that the newspaper has these on file, if and when they are needed
- **Deadlines** - Ask about deadlines. Find out what day and time material needs to be in by. Become familiar with these times and observe them. * Make sure your stories are in to the editor at least 24 hours before the paper's deadline whenever possible. * Always inform the editor of an activity or meeting, at least a week ahead of time - it may be a story in itself.

• **An advance story** - Much of the time you can give your story to the editor before it happens. You can inform them of an activity or event that is on with the date and venue. • **Cancellations** - If for some reason an event is cancelled or postponed, it is your responsibility to notify the editor as soon as possible.

• **Advertising** - Advertise and report on your Club's activities regularly in the press. * Some newspapers have a community notice boards section - use this to promote the dates of your meeting and other events.

• **Invitations** - Put your Club 'on the map' by holding some carefully planned activities; extend invitations to neighbouring Clubs (not only NZYF Clubs) and to the general public.

* Invite a representative from the media to some of your activities. Ensure that these are well planned, well supported and that they start on time.

• **Work with the Media** - The newspaper people will appreciate you making the effort to gain an understanding of how they work, the pressures they work under and the standards they must meet. * Having established a good relationship with the newspaper personnel, place the editor that on your Club's newsletter mailing list.

Radio

• **Introduce yourself** - Make yourself personally known to someone at your local radio station, if there is one in your area.

• **Advertising** - Take advantage of the free advertising offered by some stations on their Community Notice board slot.

* The radio is an excellent medium for getting your message across to a wide range of people in your community.

Publicity Ideas to help promote NZYF in your community

• Compile a Club Publicity Kit which includes:

- NZYF Pamphlets (available from the National Office)
- Club newsletters
- Club photos
- Club scrapbook
- List of activities
- Photos with captions of a variety of Club activities
- Map of the area showing the locality of Clubs
- Banner/Flag
- Stickers
- Club T-shirt, cap etc
- List of Club contacts all of which could be used effectively in a variety of ways.

• **Main street of town** - Use Publicity kit materials to set up a display in a shop window or notice board.

* Talk to interested members of the public about what NZYF has to offer.

* Record names of interested people and ask Club members to follow up by contacting potential new members, and inviting them to Club activities.

• **A&P Shows** - A&P shows are an ideal avenue for publicity displays. Approach artistic people within the Club to help make up an eye catching display board and set up material from your publicity kit. You can request the NZYF publicity banners for use at these shows however, there is huge demand for these so you will need to be organised and book them early.

• **Top Team**- A top team competition is an excellent activity which has tremendous audience appeal. Events need to be action-packed, novel and well organised.

* Your local Club can challenge other organisations to enter a team.

* Find sponsors to donate prizes.

* Such events should be well advertised beforehand - let the media know it's happening.

• **Inter-club activities** - Invite other local Clubs and organisations to join in some of your Clubs activities eg. car rallies, debating, sports days, rifle shooting etc.

• **Promotion evenings** - Invite other Clubs and organisations to NZYF promotion evenings. The evening could include a pot luck dinner, a guest speaker and lots of opportunities for members to mix with their guests. Show your guests what NZYF has to offer!

