



# COMMUNICATIONS AND PUBLIC RELATIONS

## ADVANCEMENT GUIDE

 Visit [www.GFWC.org/membership/club-manual/](http://www.GFWC.org/membership/club-manual/) for updates and more information.

## EVERYTHING YOU DO HAS A PUBLIC RELATIONS COMPONENT.

Communications and Public Relations is a wonderful tool for clubwomen. In this guide you will find ideas, resources, tools, and tips necessary for achieving successful public relations and professional communications to promote GFWC clubs, districts, states, regions, and the national organization. Public relations covers more than just publicity. The term public relation describes the interrelationships between GFWC, its members, the general public, and other entities, including the government.

Our main goal in communications and public relations will be to get the word out to the public about who we are. We must publicize our clubs' projects in order to let communities know we exist. We must stress the important things our clubs are a part of and the need that exists for our organization to make the community a better place to live. While recognition or a thank you is not something that clubwomen expect, we are looking for partners to help make our communities a better place. Without communication and public relations, how will the women in your community know that we exist?

We are living in a wonderful age where social media is a constant reminder about what is happening in your community. What better way to share your programs and projects than by using Facebook, Twitter, YouTube, Flickr, Instagram, and Pinterest. Clubwomen are encouraged to advance GFWC's priorities, projects, public policy initiatives, and community improvement endeavors.

### 2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

### IDEAS

Make these suggestions part of your club work. Think outside of the box, put a new slant on an idea and adopt it to your club work. With all projects/programs think diversity — work with other groups or for other groups, or highlight diversity as the theme.

#### Chamber of Commerce

Join the local Chamber of Commerce and other business



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associations. It is an inexpensive way to share information with the community about club events.

#### **Publicity**

Offer community organizations publicity on your club website to help defray the cost of hosting the site.

#### **Community Website**

Launch a website for your community's non-profit organizations--attract new members, increase volunteerism, enhance fund raising, and improve communication. Members of the community can go to a single site to learn about activities and projects as well as a way to contact sponsoring organization for more information.

#### **TV Nite**

Send an advertising flyer to TV outlets and local businesses. A press release can be sent to print media and online media outlets. Info can be blasted through a Facebook page and PTO newsletters, and tickets could be purchased with PayPal. Fun photos of the event could be posted on Facebook.

#### **Door Hangers**

GFWC Crestview Woman's Club (FL) designed door hangers that advertised the upcoming Membership Tea and the Christmas Tea. The door hangers included the GFWC logo in the design. Members walked the neighborhoods close to the clubhouse and hung the door hangers on house doors, which proved to be successful.

#### **Garden Flags**

Purchase garden flags with your Club name on it and place them in all members' front yards.



### **LEGAL "EASE"**

When a brand is not consistently delivered, it can create a gap between how GFWC and our clubs are perceived, and how we want to be perceived. The wider the gap, the more likely that confusion will occur among our potential members, funders, community leaders, and other interested individuals. Compliance is also important for a variety of legal reasons. If an established GFWC emblem, trademark, or registered motto (such as GFWC Unity in Diversity®) is not used consistently and protected by a brand, it can be deemed abandoned by the courts, opening the trademark for use by other, unrelated organizations.

## **BRANDING**

The GFWC brand is our image to the public—it's the collective GFWC identity that conveys an image of friendship and volunteer service to our target audiences. The GFWC brand consists of several different elements. The GFWC emblem is the foremost example of our brand identity and our image to the public. It is an intangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through volunteer activities within the community. Finally, the GFWC brand is made up of other associated communication tools and identifying features, such as our registered motto (GFWC Unity in Diversity®), tagline (*Living the Volunteer Spirit*), official statements (the boilerplate information, detailed below), key terms (such as Juniorette), document templates, etc. Together, these elements establish the GFWC brand as a significant and differentiated presence in the world.

All GFWC members must fiercely protect and continue to establish our unique brand. It is this image within our community that represents our members as an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

### **GFWC STYLEBOOK**

The GFWC Stylebook is the primary reference for maintaining the GFWC brand, communicating our vital messages, reinforcing our standards, and enhancing the image of GFWC and GFWC members. At the same time, there are restrictions and specific guidelines for word and emblem use, publications and advertising design, Web design, merchandising, and more.

GFWC clubs and members have responsibility for, and a role in protecting and enhancing, our brand. It is imperative

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that every member responsible for creating communications for her club familiarizes herself with the GFWC Stylebook.



The GFWC Stylebook can be viewed and downloaded at [www.gfwc.org/gfwc-resources](http://www.gfwc.org/gfwc-resources).

### THE IMPORTANCE OF MAKING GFWC PART OF YOUR CLUB NAME

All clubs are strongly encouraged to use GFWC in your club name.

This is a great way to prove our collective impact in our communities. Many towns and cities have two or three clubs in their area, however, without GFWC in your name, the community won't recognize that you are part of a larger entity. By proudly showing your GFWC affiliation, you demonstrate to your community your relationship to a reputable international organization.

### GFWC EMBLEM USE POLICIES

GFWC owns four trademarked versions of the GFWC emblem, along with several other trademarked statements and terms. Active GFWC members are granted a non-exclusive, royalty free limited license to use GFWC trademarks, subject to the conditions listed in the GFWC Trademark Use Policies, which can be found online at [www.GFWC.org](http://www.GFWC.org). For most purposes, the full-color version of the GFWC emblem is preferred, showing the shield in red and blue and the outline in gold. For times when full-color printing options are unavailable, you may use a one-color emblem, showing just the emblem outline in blue, white (or knocked out), or black, as shown on page 3. All emblems are available to view and download at [www.GFWC.org](http://www.GFWC.org).



### SUBMITTING PHOTOS

Submitting your photos to GFWC for inclusion in *GFWC Clubwoman Magazine*, [GFWC.org](http://GFWC.org), or GFWC's social media outlets is easy. Email your digital files to [PR@GFWC.org](mailto:PR@GFWC.org) and be sure to include as much information as possible. When it comes to file size, bigger is always better. Web and print utilize different optimal resolutions (72 dpi for web, 300 dpi for print). You can always size down, but you can't size up without affecting image quality. As a rule of thumb, always submit your images at the highest resolution and file size possible.

### FILE TYPES

JPG, EPS, GIF, PNG. If you've worked with a printer, website, or just emailed photos or documents to a fellow club member, it's likely you are familiar with at least a few of these file types. But what are they and when should you use each file type? If you've ever been confused, frustrated, or just plain in the dark about those three-lettered abbreviations, the following list will explain when and where the most common file types are used.

**JPG or JPEG** – JPGs are one of the most common image file types you will come across. JPG format is best for compressing photographic images. So if you see a large, colorful image on the Web, it is most likely a JPG file. Most digital cameras process images as JPGs, so if you are submitting an image of your club's event to a local paper, it will often be a JPG.

**EPS** – EPS files are vector-based file types. In simplest terms, this means they can be enlarged or reduced without losing image quality, unlike JPGs. For example, sending an EPS file of the GFWC emblem would allow a printer to enlarge the image to fit on a poster, banner, or even a billboard, and the emblem would still appear crisp and clean. Doing the same to a JPG image would produce a blurry and unprofessional finished piece.

**GIF** – GIFs are mainly used on the Web for small images and icons. They lack the vibrant color range of JPGs which keeps their file size lower but also restricts their use for high-quality photo images.

**PNG** – PNGs are a bit of a hybrid between JPGs and GIFs, and are commonly used Web files. PNG files also allow for transparent backgrounds. Introduced in 1994, PNGs are newer file types but haven't supplanted JPGs for photo file type of choice due to their larger size. PNGs also can't be converted to CMYK, which makes them unsuitable for print. What's CMYK? Glad you asked...

### RGB OR CMYK?

If you have worked with a printer or Web designer, you may be familiar with RGB and CMYK colors. The details behind these color modes can be complex, but in basic terms, images in RGB mode (Red, Green, and Blue) are used for the Web, while images converted to CMYK (Cyan, Magenta, Yellow and Key, or Black) are used for print. For example, your digital camera will produce an image in RGB. If you wish to upload that image to your club website, you're all set, as computer monitors and television sets use RGB to produce the vibrant colors on your screen. However, if you are submitting that image to a print publication, such as a local newspaper or *GFWC Clubwoman Magazine*, the image needs to be converted to CMYK because a printer deals in CMYK inks. Your home or office color printer works the same way with its CMYK toner cartridges. So just remember—RGB for Web, CMYK for print.



### A CLOSER LOOK

Converting from RGB to CMYK is often left to the printer or designer of your print communications materials. Image editing software such as Photoshop allows for simple conversion from RGB to CMYK.

## CHANGES OR ALTERATIONS TO THE GFWC LOGO/EMBLEMS

The GFWC emblems must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

### SIZE OR COLOR RESTRICTIONS

When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol: ®. Where the color emblem is used, GFWC requires that members abide by the color restrictions outlined below. All are solid to process Pantone colors:

Blue—PMS 2747

Red—PMS 1815

Gold—PMS 1245 (*outline of four-color emblem*)

### RESIZING THE EMBLEM

The emblem is a perfect circle and cannot appear as an ellipse. When resizing the image, many programs allow you to hold down the <Shift> button, and drag the image from the corner in order to maintain its original dimensions.



CORRECT



INCORRECT



For more information, refer to the GFWC Trademark Use Policies available at [www.GFWC.org](http://www.GFWC.org).

## USING ALL COMMUNICATION TOOLS

There are numerous ways in which you can communicate your club's activities and accomplishments to both internal and external audiences.

### NEWSLETTERS

Club newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues.

- Appoint a newsletter chairman for your club and/or State Federation.
- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget. Possibilities range from a plain, one-page, photocopied document to a more elaborate, multi-page, colorful newsletter with photos.

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- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
  - President's Column – Letter from your club, district, state, and/or region president.
  - Member Profiles – A glimpse into the lives of fellow club members and their experiences. Feature a different member in each issue.
  - Calendar of Events – Important dates, such as meetings, programs, events, Federation Day, your club anniversary, holidays, observances, and member birthdays.
  - Club News – Program updates, accomplishments, recent events, awards, accolades, and community recognition.
  - Featured Articles.
  - Include information distributed from all levels of GFWC leadership, and solicit articles from all levels, as well.
  - Cover Community Service Program projects that were completed with or for GFWC Partners and use their logos/emblems whenever possible.
  - Solicit articles from community leaders (i.e., elected officials, chamber of commerce president) or local community program or project partners.
  - GFWC information from *GFWC Clubwoman Magazine*, *News & Notes*, and **www.GFWC.org**.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Publish thank you notes or letters of praise whenever possible.
- Share information found in GFWC publications, using the appropriate copyright information, which can be found in the GFWC Stylebook.
- Include action photos, when possible, as they add interest to your newsletter.
- Provide club contact information.

## WEBSITES

Effective outreach to members and communities increasingly relies on the ability to share information via the Internet. Clear-cut, well-organized, and frequently-updated websites convey credibility, enthusiasm, and effectiveness. A good website can be a key component in your club's public relations outreach, membership recruiting and retention, program development and reporting, and operational planning.

- Appoint a website chairman for your club and/or State Federation.
- Create a club email account (i.e., *GFWCClub@yahoo.com*, *GFWCStudyClub@gmail.com*) and assign someone to check it regularly.
- Identify a technology solution that works for your level of knowledge—possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC. (i.e., *www.GFWCFlorida.org*, *www.GFWCWarrenJWC.org*).
- Link to **www.GFWC.org** to show that your club/State Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
  - A calendar of meetings, project-related activities, and other club/State Federation events.
  - Club/State Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.

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- Develop a plan for updating the website, sharing responsibilities for writing new content among the group.

### SOCIAL MEDIA

Traditional media is like a one-way street—you can always read a newspaper or listen to a television report, but you have limited opportunities to share your thoughts on a subject. Social media is a two-way street—you have the ability to engage in an interactive dialogue. It is a social instrument of communication that gives people the power to share, making the world more open and connected. Your voice is heard.

Social media includes the various online technology tools that enable people to easily communicate and share information and resources. It can include text, audio, video, images, podcasts, and other multimedia communication.

GFWC is keeping pace with new technologies to help us stay connected to members and to help members connect with one another. While there are many social media sites—Twitter, Flickr, YouTube, and others—Facebook is the social media site that currently resonates best with GFWC members.



### FACEBOOK

Facebook is the perfect multigenerational platform for your club members to interact with one another and with the community. The first step is to create a club Facebook page. Use your club's name as the title and appoint someone in your club to manage it. Post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up-to-date. All members of your club who are on Facebook should like your club's page so they can share information you post with their friends. Your club's page should also like pages of groups you work with—national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages. Don't forget to like GFWC's Facebook page as well! View it at [www.Facebook.com/GFWCMembers](http://www.Facebook.com/GFWCMembers).

### Other Social Media Options

**TWITTER**—Allows you to post short, simple updates or links via tweets. Your Twitter followers can retweet or "favorite" your tweets to easily share your updates.

**YOUTUBE**—If your club has a talent or interest in video, a YouTube channel is a great place to post PSAs, video blogs about club activities, interviews on local cable channels, or just quick smartphone clips of your club's activities.

**FLICKR**—Use this account to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

**INSTAGRAM** — this popular account also allows you to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

**PINTEREST**— Pinterest is a visual discovery tool that allows users to collect ideas for different projects and interests. Users create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things like plan trips and projects, organize events, or save articles and recipes.

While it's easy to get distracted by the many options available to you, it's important to keep your audience in mind. Chances are, you'll have more success focusing on one or two social media accounts than having a presence on every social media site.



**COMMUNITY AWARENESS**

Since its founding in 1890, GFWC members have been leaders in community volunteering and advocacy. While many clubs are well-known within their individual communities, the collective impact of over 80,000 women improving their respective communities through volunteer service is not as powerful as it could be. Making GFWC a part of your club name and using the GFWC emblem in all communication materials are great first steps that will result in a heightened awareness of GFWC, but your publicity efforts cannot stop there. Increased publicity for and awareness of GFWC will lead to greater partnership and collaboration opportunities for clubs everywhere.

**CELEBRATE FEDERATION DAY**

Celebrate Federation Day on April 24 and Volunteers in Action Week (the week that includes April 24) with a publicity activity. Each year, GFWC clubs celebrate this important day in their local communities, states, and across the nation. Projects and activities focus on publicizing GFWC clubs and the work that members do in their communities; recruiting new members by raising awareness about the benefits of belonging to GFWC; supporting volunteer activities with collaborating organizations; and fulfilling GFWC's mission to enhance the lives of others through volunteer service.

**SPECIAL EVENTS**

Hosting a special event is a great way to draw attention to your club and GFWC and brings people together to learn about us. Holiday receptions, candidates' forums, art shows, book signings, lectures, and discussions are just a few examples of events in which clubs can participate. Consider partnering with local organizations to expand your outreach efforts. Be sure your club receives recognition for its efforts in event signage and recognition materials.

**SPONSORSHIPS**

If you don't have the resources to host or plan a special event, sponsor a relevant event that someone else is organizing. Make sure your sponsorship is acknowledged on advertising, programs, posters, or other promotional materials.

- Sponsor a local sports team (i.e., Little League, soccer, basketball). Team sponsorships are usually inexpensive, help young people, and generate positive awareness within the community.
- Adopt a Highway. Contact the Department of Transportation to arrange adoption of a section of local highway. The department will provide a sign with your GFWC club name and instructions on how to plan your clean-up events.

**OTHER CONSIDERATIONS**

- Strengthen GFWC's presence and role within your community by representing the Federation on the boards of other local organizations and associations (i.e., chambers of commerce, beautification committee, and library board). Check with community officials to determine available opportunities in your area.
- Participate in community events, such as parades, holiday lighting celebrations, high school athletic events, and other community-wide celebrations.

**MEDIA RELATIONS**

The primary goal of media relations is to garner positive publicity for an organization's mission, policies, and practices. Media relations refers to the connection between an organization and journalists, while public relations extends beyond the media to the general public. Keep in mind that what is important to your club may or may not be important or of interest to the media. News value and relevance drive coverage, meaning that the media decide what is newsworthy and will evaluate your story idea accordingly. Always remember to follow up with a thank you to the reporter and copy the managing editor if your club's story idea was used.

**PRESS RELEASES**

A press release provides a reporter with the basics s/he needs to prepare a story. The information should be written in a concise and straightforward manner; cover club projects, programs, and accomplishments; and highlight the news value of GFWC's work in the community.

- **Develop a news angle or hook** to pique the media's attention and increase the chances for media coverage. Consider the following:

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- Is this relevant beyond GFWC?
- What is the impact (i.e., dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people's lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human interest angle?

- **Proofread.** Always proofread your work before sending the release. Whenever possible, have someone else review the document for spelling, grammar, and fact-checking.
- **Distribute your press release to local media.** Most media outlets prefer to receive releases via email, but it's best to check with the journalist to determine his/her delivery preference.
- **Follow up with your media contacts** to ensure they received the press release and determine if they have any questions.

### GFWC BOILERPLATE

A boilerplate is a standard message that is used repeatedly, detailing an organization's purpose, mission, and history. All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, including how to join or start a GFWC club in your area, go to **www.GFWC.org** or call us at 1-800-443-GFWC (4392).

### TIPS FOR DEVELOPING RELATIONSHIPS WITH MEDIA CONTACTS

- **RECOGNIZE** the individual within your organization who is best suited to develop this relationship. Your State Federation bylaws may help in identifying this individual.
- **IDENTIFY** the media outlets (newspapers, magazines, television stations, radio stations, cable access channels, blogs, and community newsletters) you want to work with.
- **CONDUCT** some research to determine the best person(s) to contact. Identify the area of interest and expertise for each journalist.
- **DEVELOP** and frequently update a contact list that includes names, email addresses, mailing addresses, and phone numbers for each reporter and media outlet.



## SAMPLE PRESS RELEASE

GENERAL FEDERATION  
of WOMEN'S CLUBS  
[www.GFWC.org](http://www.GFWC.org)

  
FOR IMMEDIATE RELEASE

**Contact:** [Club president or appropriate chairman]  
**P:** [Contact phone number]  
**E:** [Contact email address]

**HEADLINE USING ALL UPPERCASE LETTERS**  
*Subtitle in Italics*

**Month, Day, Year (Club's City, State Abbreviation\*)** – The opening paragraph should contain a news angle or hook to pique the media's attention and increase the chance for media coverage. This paragraph should also contain *who, what, when, where, why, and how*.

The remainder of the body text should include any relevant information, including benefits, statistics, area of impact, etc. Add quotes from your club president, community leaders, Program Partners, or elected officials. The quote should be based on the press release topic, and you should obtain the individual's permission to use the quote.

*Add Boilerplate:*  
**About the General Federation of Women's Clubs**  
The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding.

*At the end of the release, insert three number symbols to show that the press release is complete:*  
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\*States listed in the dateline should be written in AP style. For example, use Wash. for Washington State. For a list of AP state abbreviations, view the GFWC Stylebook at [www.GFWC.org](http://www.GFWC.org).

[Club Name]

[Street Address] | [City, Postal Code State Abbreviation, Zip]  
[www.ClubWebsite.org/com](http://www.ClubWebsite.org/com) | P: XXX-XXX-XXXX



- **DETERMINE** the best way to reach each reporter. Some journalists prefer phone calls, while others prefer email.
- **INTERACT** with your contact—while professional queries have their place, you can often make more progress by inviting a reporter or local blogger out to lunch and pitching an idea that way.
- **INVITE** a journalist to speak at a club meeting about the best ways to gain publicity. This is a great way to educate her or him about your club activities, mission, and accomplishments.
- **REQUEST** media members to attend your State convention to serve as emcees for an awards banquet or as a panel of reporters for a *Meet the Media* workshop.
- **RECOGNIZE** outstanding achievement by local journalists.
- **SHARE** information with your local reporters on the bi-annual *GFWC Jane Cunningham Croly Award for Excellence in Journalism Covering Issues of Concern to Women*. Information is available at [www.GFWC.org](http://www.GFWC.org).

#### TIPS FOR SUBMISSION

- News stories should emphasize your club's activities and accomplishments, focusing on why they are interesting. Human interest, humor, and innovative ideas make the best story topics.
  - Has your club implemented a modern solution to an old problem?
  - Have you developed a new approach or twist to an established project or program?
  - Is your club engaged in any legislative efforts, or working on any projects that directly relate to GFWC Resolutions?
- Numbers and statistics are nice, but a good narrative is better.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).

#### DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

A good photograph tells a great story. Photographs attract people to read the article.

- **TAKE MORE SHOTS** than you will use so you have a variety from which to choose. If you're using a digital camera, you don't have to worry about wasting film. Try both horizontal and vertical (landscape and portrait) shots.
- **PLAN YOUR PHOTO** so something is happening. People standing or posing together do not make interesting photos.
- **LIMIT PHOTOGRAPHS** to no more than five people. Do not cram a lot of people into the frame.
- **STRIVE FOR SIMPLICITY.** Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- **CREATE EMPHASIS.** If you're photographing a person, bring the subject forward from the background so the



#### THE RULE OF THIRDS

In your mind's eye, divide the area you are working with into thirds—both horizontally and vertically. As shown in the image below, your subject matter should be where two of the lines intersect. Remember you can scale or crop your image to remove anything that is not essential to convey your message.



emphasis is on him or her. Subjects should not be leaning up against a wall. Try positioning the subject so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.

- **THINK COLOR.** Does it add or detract? It's more visually interesting if someone has a solid color blouse or jacket. Black, white, or neutral clothing usually does not come out well.
- **EXPERIMENT** with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- **LIGHTING.** Use natural light from a window to highlight your subject. Never photograph someone standing directly in front of a bright window. Instead, have the light illuminate them. Make sure there is enough light—if there is not, your photo quality will suffer. Direct flash is not always a good solution. Ambient and natural lighting are your best bets.
- **FILE SETTINGS** on your digital camera should be set to take photos with the **best resolution** when taking photos for *GFWC Clubwoman Magazine*. If it's for Web or computer presentations, lower quality settings are fine.
- **SMARTPHONE PHOTOGRAPHY** as smartphones become the popular choice for taking pictures, the tips above still hold true. Other tips for Smartphone Photography are:
  - Hold your smartphone sideways to take all pictures.
  - Keep your smartphone still to get a clear shot.
  - Clean the camera lens – your smartphone can get dirty “living” in pockets, purse, and bags.
  - Avoid using the digital zoom as it decreases the quality.
  - Observe camera etiquette.

## OTHER METHODS FOR MEDIA COMMUNICATION

Press releases are not the only way to communicate with the media. Other mediums include media advisories, photo releases, opinion letters, and public service announcements.

## CALENDAR LISTINGS

All newspapers and many television, cable, and radio stations announce community events. The publication deadline is usually far in advance of the event date. Check the calendar listing policies and guidelines for your local media outlets.

## PHOTO RELEASES

Photo releases are sent after an event takes place and the media was not in attendance. Many local newspapers are reducing staff and are not able to cover events in person. When sending a photo, include contact information as well as the names of everyone in the photo. Be sure names and titles are accurate and spelled correctly.

## LETTERS TO THE EDITOR AND OPINION LETTERS

Letters to the editor are usually written in response to an ongoing community problem, when seeking support for a project or program, or when encouraging legislative action on a particular issue. Be as informed as possible when writing this type of correspondence. Include your contact information when submitting the letter, as many news agencies verify information prior to publication.

## PUBLIC SERVICE ANNOUNCEMENTS

The Federal Communications Commission defines a public service announcement as “any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments, the programs, activities, or services of nonprofit organizations, and other announcements regarded as serving community interests, excluding time signals, routine weather announcements, and promotional announcements.”

GFWC developed a video PSA, *I'm a GFWC Clubwoman*, in March 2010. Available in the GFWC Marketplace at [www.GFWC.org/Marketplace](http://www.GFWC.org/Marketplace), clubs and State Federations are encouraged to send the PSA to local television

stations, including community access and cable stations. You can also prepare a public service spot for local radio stations. Clubs and State Federations may use the following GFWC public service announcement or alter the contents to meet the needs of your club or State Federation:

*Looking to make a difference? Look no further than your own backyard. The General Federation of Women's Clubs is there. Lend your time and experience through GFWC. For over 125 years we've united women's clubs with people dedicated to strengthening communities in the U.S. and abroad. GFWC members work locally to create global change. For a GFWC club near you, contact us at 1-800-443-GFWC or [www.GFWC.org](http://www.GFWC.org).*

## CONTESTS

The Communication and Public Relations Committee oversees two contests: **Newsletter** and **Website**. Certificates are awarded to the top three club entries, while State Federations compete for top billing within each membership category. Please refer to the awards, contest, and grants section of the *Club Manual* for further information.

## AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Communication and Public Relations program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Communication and Public Relations program. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.