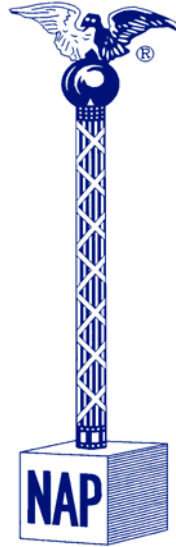


**NATIONAL ASSOCIATION OF PARLIAMENTARIANS®**



**SMART STRATEGIES  
FOR  
ORGANIZING A PUBLIC AWARENESS  
CAMPAIGN**

**NAP**

**Public Relations**

**&**

**Marketing**

**Manual**

**Version 1.0**

**September 2008**

## **Acknowledgements**

This manual is the result of the combined efforts of a number of dedicated NAP members of our association. We thank each of them for their contribution of their time, knowledge, and expertise.

California Association of Parliamentarians

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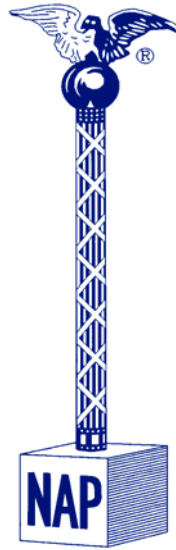
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**NATIONAL ASSOCIATION OF PARLIAMENTARIANS®**



**Smart Strategies  
for  
Organizing a Public Awareness  
Campaign**

**Developed by  
the  
NAP Communications Committee**

**September 2008**

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## INTRODUCTION

### Overview

Public Relations (PR) is an organized, ongoing effort to develop and maintain goodwill and support among your current members as well as to reach out to potential members and the various segments of the community where the unit meets. This manual is provided to help the unit, association, or district in developing a strong effective public relations and marketing program for its members and its community.

### Purpose and Audience

*Smart Strategies for Organizing A Public Awareness Campaign* is for the leadership and committee members of NAP who are responsible for the marketing or publicizing of local, association, district, and national activities to their members and the public. This manual is designed to assist in developing a communications program that will result in positive exposure and a positive image for the local parliamentary unit or association.

Consider this manual as a helpful tool to your unit or association as it moves forward with building its own strategies to tell its story and improve the public and internal perception of NAP at the local level.

### How to Use This Manual

This manual is not designed to be read sequentially. Feel free to skip around to those areas that will be most helpful. Use it as a reference tool.

The manual was developed for all NAP members. It is designed to provide practical support for PR activities. Yet, members are not expected to follow every suggestion. Public relations may be practiced differently in different areas. Where templates or samples are provided, make sure to revise them to fit the local situation.

## **Organization of Manual**

Eight sections make up this manual.

### **Introduction**

This section states the purpose of the manual and identifies its audience. In addition, it suggests how to best use the manual and identifies one method for updating and changing the manual.

### **Planning a Public Relations Campaign**

What exactly is meant by public relations and what purpose can it serve? The components of an effective public relations campaign are explained and practical suggestions offered on how to make the most out of the unit's local campaign.

### **Planning a Marketing Campaign**

How does marketing differ from public relations? What is the goal of a marketing plan and how can it be put into practice? Tools are provided to give your marketing campaign direction.

### **Developing Effective Press Releases**

What makes one press release get printed and another get rejected? This chapter explains how to draft concise and effective press releases for the unit, association or district. Outlined are some of the key points that should be included in any release. Suggestions are also offered on how to maximize the media appeal of these notices.

### **Working with the Media**

One major audience of any public relations campaign is the media. Tips are provided on how to best interact with this important group and maximize chances of receiving a positive reception.

### **Using All Available Resources**

As a constituent division of NAP, there are a number of resources available to assist a public relations and marketing effort. This section spells out some of these resources and explains how they can be included in building a successful campaign.

## **Conclusion**

A summary is provided of things to remember during your public relations and marketing campaign.

## **Appendix**

This section includes a collection of such useful tools as sample news articles, public service announcements, press releases, and various initialisms used by NAP.

## **Comments and Update Process**

If you have questions or comments regarding anything in this manual or think something should be added or changed, please send an e-mail to NAP's Communication Committee at [HQ@nap2.org](mailto:HQ@nap2.org).

Your e-mail message should be specific about what you think needs to be changed or added and why. The committee will review your suggestion and respond to your question in a timely manner.



## **PLANNING A PUBLIC RELATIONS CAMPAIGN**

### **What is Public Relations?**

Public relations (PR) is the managing of the internal and external communication of an organization to create and maintain a positive image. Public relations can determine how people view NAP. PR includes all types of communication – written, oral, verbal, and non-verbal. It includes preparing press releases, designing promotional flyers, and writing news articles. Actions that are equally important but often forgotten include wearing NAP mace pins, representing the organization at community functions, and involving members in other noteworthy activities. An effective public relations campaign requires time, planning, guidance and follow-up.

A comprehensive public relations campaign is essential to the success of any unit, association or district. Strong PR can also aid your unit's membership generation efforts. People wish to belong to an organization that is successful and reliable. PR helps attract new members while keeping current members informed. Moreover, it also helps NAP's overall efforts to educate the general public about the many uses of parliamentary procedure. By actively promoting NAP, your unit, association, or district and its many worthwhile activities, you will be projecting a positive image and showing that NAP is worth joining.

## **PR Campaign Framework**

### **Setting Goals**

Prior to beginning a PR campaign, specific goals should be set. These goals should be closely aligned with the overall plans of your association for the year. Input should be sought from the officers and the membership since they will all play a role in making the plan succeed. Each goal should be specific, spell out who is responsible for its accomplishment, and have a clear timeframe for completion. At various points in the campaign, progress should be measured against these goals.

### **Create Timeline**

Planning and timely execution can make the difference between success and failure in a PR campaign. A clear timeline should be created for each goal established as part of the campaign. This timeline should include not only what milestones should be reached, but how they will be evaluated to determine successful completion. As these milestones are reached, it is important that the successes are shared with the membership so that they can see how worthwhile the campaign is for your unit.

### **Assemble Resources**

Take advantage of all resources available to the unit, association or district. This includes the various NAP publications, any locally developed PR materials, and any online resources. Coordinate with the unit president, association president, district director, and the national headquarters staff to become aware of all available materials.

### **Keep Members Informed**

The most successful PR campaigns involve everyone. It is not a solitary project to be rolled out by a single committee or member. It is a joint campaign that should include all of the officers and members. Make regular reports to the membership on the success of the campaign. Write articles for the unit, association, and national newsletters and submit articles for the *National Parliamentarian* on your activities. It may also be possible to include other units in your area in a broader campaign than your unit would be able to sustain by itself.

### **Be Persistent**

A public relations campaign is not a one-time event, nor is it something that happens overnight. Good public relations takes time and patience. It is a process that requires commitment and a long-term approach.

Build a network of media and community contacts. Maintain a journal of press releases and public service announcements (PSAs) submitted. Just because your attempt is rebuffed this week doesn't mean that it will not be successful next week. Keep trying and remain committed to your goals with continuing efforts.

## PLANNING A MARKETING CAMPAIGN

### What is Marketing?

Marketing is a process that discerns consumers' needs and desires, focusing on an organization's ability to fulfill those needs, and attempting to move the consumers' desire toward the products or services offered by the organization. Marketing is fundamental to any organization's growth.

An organization attempts to create consumer awareness of the products or services it offers through various marketing techniques. By bringing attention to the products and services it offers as well as monitoring its members' desires, an organization can usually build member loyalty and prosper over time. Essentially, marketing is the process of directing an organization to successfully sell a product or service that people not only desire, but are willing to buy.

A good marketing campaign should have two primary goals. First, it should help tie the local organization into the national identity. Second, it should help promote the local organization's own identity.

### Available Products and Services

Through NAP headquarters or the NAP Web site there are several products and services available to members and to the public. Some examples of these products are:

- Reference and educational books
- *National Parliamentarian* magazine
- *Spotlight* series
- *Pathways to Proficiency* series
- Parliamentary reference cards
- Distance learning courses (Web-based training).

## Be an Advocate

NAP has a mobile membership traveling to many places, working with and in other professional and/or community organizations daily. Try this: When you are traveling, carry a “Parliamentary Kit” with materials ordered from NAP. Place this kit next to your “emergency kit” in the trunk of your car. Wherever you and your car go, your kit goes with you.

Place some of the following in a file box with a lid and easy-lift hand holes on the ends:

- 1 laminated price list and some small denomination bills
- 1 or 2 copies each of *Robert’s Rules of Order Newly Revised* (RONR) (spiral, hardback, and paperback)
- multiple copies of *Robert’s Rules of Order Newly Revised in Brief*
- 2 sets of 7-plastic cards
- 1 copy of *The Complete Idiots Guide to Robert’s Rules*
- 1 copy of *Robert’s Rules for Dummies*
- 2 or 3 Pathways to Proficiency publications
- And several copies of NAP brochures.

If items are easily available for people to browse, touch, and feel, they will purchase them, read them, and become interested in learning about parliamentary procedure and NAP.

## Using Product to Sell Your Unit

A strong marketing campaign can be an important tool in attracting new members to NAP and retaining current members. Working with your membership committee, there are several methods to integrate marketing into successful membership campaigns.

Some ideas that have been tried with success are:

- Ensuring that you have brochures and educational products at all meetings and sponsored events
- Encouraging professional members to distribute materials when working with clients
- Working free product into the price of educational workshops
- Including your unit's local contact information in any product sold locally.

## Who is Your Audience?

Your intended audience is a key element each time an organization seeks to publicize itself and its activities.

Who are you trying to reach? What do you want them to do?

Your publicity and marketing materials should be aimed at your audiences – the people you want to reach. For example, you could be attempting to reach seniors in our community. Then, think of how seniors in your community receive information and attempt to place your publicity in media or places such as senior citizen centers, newsletters for seniors, newspaper columns for seniors, special senior mailing lists, and so forth.

Remember, most people are tuned into matters where they want to improve or need help - matters that affect them directly. Prepare your messages to speak to their needs!

## **DEVELOPING EFFECTIVE PRESS RELEASES**

### **What is a Press Release?**

A press release is the most common means of sending information to the news media. It alerts the media of your upcoming events and can also serve as the basis of a possible news article. The release should be both objective and concise. It must be crisp. It must be attention-getting.

### **Components of a Press Release**

- Keep sentences and paragraphs short. One subject per paragraph.
- Use quotes to enhance basic information.
- When attributing quotes, mention the person's name and position.
- Place "FOR IMMEDIATE RELEASE" at the top left hand corner of the release.
- Include a one- or two-line headline centered above the top of the release in capital letters that provides the subject matter of the release.
- Include the name of the appropriate contact person along with his/her contact information (daytime phone number and e-mail address) in the top right hand corner.
- Double space the release on organizational letterhead.
- Put a dateline (name of city and date) at the beginning of the first paragraph.
- Put the most important information in the first paragraph - this should include who, what, where, when, why, and how.
- See examples of press releases in this manual's Appendix.

## **Distribution of the Release**

In today's world where news rooms receive hundreds of press releases every day, increase the odds that your press release will stand out from the crowd. This begins by following some simple tips distributing your release.

- Build a reliable list of media contacts right now.
- Include all types of media in your listing (cable, community newspapers, public television, and radio stations).
- Learn and respect the submission deadlines for each outlet.
- Determine how each contact wishes to receive information (fax, mail, e-mail, or phone).
- Ensure that your release is newsworthy.
- Follow up your release with a call to a specific reporter or editor.
- Contact reporters in the morning before daily filing deadlines take their attention.
- Give ample time for publication. If announcing an event, give at least a three-week notice.
- Follow the examples in the Appendix of how to construct a press release.

## **News versus Public Service**

In submitting information to the media, always be aware of the type of information that you are providing. Understanding the purpose of your communication may increase the chances of having it used by the media. One major classification difference is between news and public service.

News generally refers to activities or events that are of interest to the public. An example of news would be your association providing parliamentary training to the local city council. News could relate to



things the unit is doing or to activities in which the unit's membership will be involved.

Public Service Announcements –also called “PSAs”—are simply short news stories, especially tailored for radio, television, and city and community electronic bulletin boards.

Most local radio stations, television stations, and city and community electronic bulletin boards will carry PSAs, many during off-peak hours. They prefer short ones – usually reading time of 15 or 30 seconds. (Time your PSAs to meet this criterion.)

PSAs are usually the first few paragraphs of a news release slightly altered for radio and television. PSAs are designed to be read aloud – so, the sentences should be short and clear, with titles placed before names. Key elements may be repeated several times.

See the appendix for some good examples of effective public service announcements.

Both news articles and public service announcements are important tools in your kit. Both will keep the unit's name in front of the public. Both may “make the cut” especially if you can provide them to your media contact on a slow news cycle.

## USING ALL AVAILABLE RESOURCES

### **NAP Web site**

NAP's official Web site is <http://parliamentarians.org>. It provides useful information on current events and parliamentary practices that will be useful to both your members and the public. Additional communication tips may be found in the Members Section of the Web site. Any public relations strategy should take advantage of this site in order to widen the range of your message.

In addition, NAP offers Web hosting services to units, associations, and districts. For a nominal fee your group can have its own Web site that publicizes its activities and provides another avenue for getting out its message. Creating a Web page is a great way to let people in your community, region, and around the world learn about the great work you are doing.

However you choose to develop the Web site, give attention to its content. Include general information about your unit: where and when it meets, a calendar of events, photos of functions, and a club fact sheet. You can also include a link to the NAP Web site (noted above) to increase your unit Web site's usefulness. Once you have an operational Web site, the Web address should be listed on all unit materials.

### ***National Parliamentarian***

The national publication of NAP is the *National Parliamentarian* (NP). It includes national, association, and unit news, information about educational materials, and articles written by some of the leading parliamentarians in the world. You can receive national recognition for your achievements by submitting currently newsworthy articles and photos to the NP Editor. The guidelines for these submissions are available in the NP and on the NAP Web site.

### **NAP President's Newsletter**

In most recent administrations, the NAP President has published a quarterly newsletter. Many times *newsy* items that do not fit into the limited pages of the *National Parliamentarian* can be accommodated in the on-line quarterly newsletter. There is no page restriction so many articles about NAP happenings can be included. Don't forget this important communication tool. Send your article to both the NAP President and the NP Editor. They will determine whether the article will be included in either of the publications.

### **NAP Brochures and Publications**

Membership brochures, pamphlets, and books with information on parliamentary procedure are available through NAP Headquarters. The brochures provide general information on classes of membership. The books provide instruction on various parliamentary subjects. Contact the headquarter's staff for assistance in obtaining these helpful tools.

### **Unit Fact Sheet**

A fact sheet can provide basic background information about the unit. It can offer insight into the unit's history, objectives, and programs. Fact sheets can educate prospective members, enlighten the public, and inform the media. It is generally a good idea to include these sheets with any press release or community announcement. Fact sheets also are good "takeaways" at workshops or membership drives.

## **Newsletters**

Newsletters or bulletins are an easy way to keep unit members informed about what is going on. They can be distributed electronically by e-mail, posted on your Web site, or sent by mail.

Newsletters can be used to highlight upcoming projects and to provide timely news on current events. This is also a good place to show appreciation for the efforts of members and to recognize new members. Finally, a good spot to place an interesting article is in your own organization's newsletter. Encourage members to write on topics of interest to them.

Distribution of newsletters should not be restricted only to members. A good way of "getting known" is by sending a copy of the newsletter to prospective members, local libraries, and community news media.

## CONCLUSION

*Smart Strategies for Organizing A Public Awareness Campaign* is designed to help units, associations, and districts effectively grow their membership by building their public image. New members will not just come to you! It is up to you to “sell” your organization and the benefits of belonging to NAP.

***Most people need a good reason to make the effort to attend a meeting — it's easier to just stay at home.***

Your personal contacts and media releases must entice people to investigate what NAP is all about. Offer potential new members alluring events, workshops, and other irresistible programs to help them grow professionally and personally. Show each potential member what he or she will gain from attending.

A number of your potential attendees and prospective members work full-time and have limited amounts of time to devote to attending meetings or presentations. They generally will invest time only in those meetings and events that offer the most for them personally and professionally.

If we want NAP to be a vital part of our communities and if we want more members and new parliamentarians, each of us must make a major effort to let people know who we are, what we do, and what we and NAP have to offer.

***Let's stop being “the best kept secret in the world.” Spread the word!***

Make the National Association of Parliamentarians visible everywhere.

## **APPENDIX**

# INITIALISMS

Common NAP Initialisms	
Acronym	Complete Form
NAP	National Association of Parliamentarians®
NP	National Parliamentarian
NTC	National Training Conference
PDC	Professional Development Course
PQC	Professional Qualifying Course
PRP	Professional Registered Parliamentarian®
RO	<i>Robert's Rules of Order</i> (1st, 2nd, and 3rd editions)
ROR	<i>Robert's Rules of Order Revised</i> (4th, 5th, and 6th editions)
RONR	<i>Robert's Rules of Order Newly Revised</i> (7th, 8th, 9th, and 10th editions)
RP	Registered Parliamentarian®

Reminder: Do not use initialisms within press releases or other tools where the target audience will not know what they mean. If you must use them, make certain to explain them for external audiences.

## **SAMPLE PRESS RELEASES**

### **No. 1 - MODEL PRESS RELEASE – PARLIAMENTARY LAW MONTH**

#### **LOCAL GROUP WILL OFFER FREE WORKSHOP TO CELEBRATE PARLIAMENTARY LAW MONTH**

A free, public parliamentary procedure workshop (seminar) will be held \_\_\_\_\_ (day of week, date of month, and time) \_\_\_\_\_ at the \_\_\_\_\_ (location).

The \_\_\_\_-hour workshop (seminar) is designed for people seeking more information about meeting procedures. It will be helpful for members of clubs, homeowner associations, and other organizations.

Members of the \_\_\_\_\_ (Unit) of the National Association of Parliamentarians offer this workshop to show how the use of parliamentary procedure can enhance meetings and the operation of organizations. The workshop (seminar) is being held during the national parliamentary law month.

“Come and learn how you can become a more confident and effective presiding officer and an effective member of your group,” \_\_\_\_\_, president of the \_\_\_\_\_ Unit, urged.

The current edition of *Robert’s Rules of Order Newly Revised* makes it possible for assemblies and societies to free themselves of confusion and disputes and allows members to accomplish more during meetings in a shorter period of time.

Why should we study parliamentary law? “It is difficult to find another branch of knowledge where a small amount of study produces such great results in increased efficiency in a country where the people rule as in parliamentary law,” Brig. Gen. Henry M. Robert, author of *Robert’s Rules of Order*, declared.

For more information, please call \_\_\_\_\_ of the \_\_\_\_ Unit or e-mail (him or her) at \_\_\_\_\_. The address for the workshop (seminar) is \_\_\_\_\_.

The \_\_\_\_\_ Unit meets on the \_\_\_\_\_ (day of the month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Meetings are open to the public free of charge.



## **SUGGESTIONS:**

- The above press release/article can be used (adding more local information) in late March or early April to draw attention to an event open to the public in celebration of Parliamentary Law Month.
- If possible, enclose a photo with the press release - something with your members in action. Include identification information – give full names – left to right.
- Usually, the news media wants to receive releases, public service announcements (PSA's), and photos via e-mail – check with your area media on this.
- Display all Parliamentary Law Month Resolutions or Proclamations received from civic leaders.
- Market this event in several ways: television, radio, club newsletters, corporate newsletters, church bulletins, plus colorful flyers mailed to various city, county, state, and public agencies. Drop off those flyers all over town.
- Be sure to have plenty of “membership interest” flyers that answer questions about joining, along with a variety of NAP educational resources.
- Always keep in mind the possibility of starting a new NAP unit in another area of town, within a large corporation (noontime meetings), at a college or university, or in retirement centers.

## No. 2 – MODEL PRESS RELEASE – SEEKING NEW MEMBERS

### **LOCAL GROUP SEEKS INQUISITIVE NEW MEMBERS**

The \_\_\_\_\_ Unit of the National Association of Parliamentarians is seeking inquisitive persons interested in developing their organizational skills.

The unit is hosting a (Name of event – i.e., Decadent Dessert Event) \_\_\_\_\_ (day of week, date of month, and time) \_\_\_\_\_ at the \_\_\_\_\_ (location). The meeting is open to the public free of charge.

People attending will learn about the benefits of using parliamentary procedure and of becoming parliamentarians.

Attendees will have the opportunity to enjoy delicious desserts and to meet other inquisitive and knowledgeable men and women who study and use parliamentary procedure in their meetings, organizations, businesses and in other ways.

“Come and learn about basic parliamentary concepts and practices that enable assemblies, with due regard for every member’s opinion, to arrive at the will of the majority in a minimum amount of time,” \_\_\_\_\_ (name), president of the \_\_\_\_\_ Unit, announced.

The National Association of Parliamentarians assists individuals in developing their skills to protect their rights and the rights of other members.

Regular unit study sessions include practical exercises on how and when to make motions, skills of debating a motion, and rules for voting.

For more information, contact \_\_\_\_\_ (name) of the \_\_\_\_\_ Unit at \_\_\_\_\_ (phone and e-mail). The address of the \_\_\_\_\_ (location) is \_\_\_\_\_.

The \_\_\_\_\_ Unit meets on the \_\_\_\_\_ (day of the month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Meetings are open to the public free-of-charge.

## **SUGGESTIONS:**

- The above press release/article can be used (adding more local information) anytime of the year.
- The meeting could be held in a member's home with the idea of creating an atmosphere that is a friendly and casual
- Certain members can each bring a dessert and should be assigned ahead of time to discuss, not lecture, some small aspect of parliamentary law that will stimulate the attendees to want to learn more. It should be informal and fun, as well as educational
- This type of event can be extremely successful, but only if all members participate by bringing at least one person to the event
- Have a variety of NAP materials available for members to purchase
- Be sure to use name tags for everyone
- Give each attendee a printed list of unit members for future contacts, with names, e-mail addresses, and telephone numbers, plus the time and place for the next meeting
- Ask each attendee to fill out a brief survey with his or her name, address, e-mail address, and telephone number and include a section that inquires if the attendee is interested in more training or information about your unit

## No. 3 – MODEL PRESS RELEASE – INSTRUCTING GROUPS

### PARLIAMENTARIANS READY TO HELP GROUPS

Members of the \_\_\_\_\_ Unit of the National Association of Parliamentarians are now available to help groups and organizations with a free presentation on parliamentary procedure and how it can help your group.

These parliamentarians will share the interesting and valuable basics of parliamentary procedure, using *Robert's Rules of Order Newly Revised* as the source of the information.

The presentations can be as brief as \_\_\_\_ minutes or as long as \_\_\_\_ hour(s) for as few as \_\_\_\_ persons or as many as desired. The presentations will be scheduled on a first-come, first-served basis.

The attendees will discuss the benefits of developing organizational skills and how to improve their club, homeowners' association, or group meetings. Members will receive tips and rules on how to conduct and participate in meetings.

To contact members of the \_\_\_\_\_ Unit/Association/District, call or e-mail \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number and e-mail address) to schedule a date and time for the presentation to your group.

The \_\_\_\_\_ Unit meets on the \_\_\_\_\_ (day of the month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Meetings are open to the public free-of-charge.

## No. 4 – MODEL PRESS RELEASE – STARTING STUDY GROUP

### **PARLIAMENTARY PROCEDURE STUDY GROUP FORMING**

Members of the National Association of Parliamentarians (NAP) will hold an informational and exploratory meeting \_\_\_\_\_ (day of week, date of month, and time) \_\_\_\_\_ at the \_\_\_\_\_ (location).

The meeting is open to the public free-of-charge. Refreshments will be served.

The purpose of the meeting is to start a study group for people interested in parliamentary procedure, possibly leading to the formation of a unit of NAP.

Individuals, who are members of organized groups, societies, or other associations, are encouraged to attend to learn about the benefits of becoming associated with other leaders of organizations.

Attendees will discuss the formation of a group of business, professional, and community leaders who want to develop their organizational skills and improve their club, homeowner association, or group meetings, while protecting all members' rights and getting the job done.

For more information, call or e-mail \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number and e-mail address). The address of the \_\_\_\_\_ (location) is \_\_\_\_\_.

The \_\_\_\_\_ Unit meets on the \_\_\_\_\_ (day of the month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Meetings are open to the public free-of-charge.

## **SUGGESTIONS:**

- This press release and matching public service announcement may be used when you are preparing to form a new unit
- Some of the first items that must be decided upon and completed - about two-months prior to the proposed first meeting - are as follows:
  1. Obtain a local contact willing to:
    - a. Find a location, preferably free, to hold the meeting;
    - b. Be willing to lend his or her local telephone number for inquires;
    - c. Form a group to make and distribute flyers and/or e-mail messages to organizations (for their newsletters), agencies, city and county offices and other groups that have meetings.
  2. Decide on a meeting location, date, and time for the first meeting and coordinate all media that will be used (press releases, public service announcements, newsletter articles, flyers, e-mails). Who will follow up on each?
  3. Create or determine what handouts and forms will be given to the attendees. What handout/forms will need to be created? Create or purchase nametags.
  4. Decide on the program. Prepare an agenda. Who will speak? Who will make presentations? What kind of presentations? What materials will be needed?
  5. Will there be sample bylaws?
  6. What follow-up will be necessary?
  7. Determine the date, time, and location for the second and further meetings. Plan on a minimum of four formation meetings with current unit members attending for support and, perhaps, leadership advice as well.
  8. After that, some experienced parliamentarian members will need to attend the new unit's meetings for at least six months or until they are well on their way. Who will do the follow-up?
  9. If there is no registered parliamentarian in the new group, what RPs or PRPs will be part of the follow-up?

## No. 5 - MODEL PRESS RELEASE – WORKSHOP FOR YOUTH

### **PARLIAMENTARY UNIT WILL OFFER FREE WORKSHOP FOR HIGH SCHOOL AND COLLEGE STUDENTS**

High school and college students are invited to a special parliamentary procedure workshop \_\_\_\_\_ (day of week, date of month) at \_\_\_\_\_ (time, i.e., “7 p.m.”), at \_\_\_\_\_ (location with address).

The meeting is open to the public free of charge.

Youth and young adults will learn how to conduct and take part in successful and effective meetings, while accomplishing the goals of their organization in a minimum amount of time.

The workshop is being sponsored by the \_\_\_\_\_ Unit of the National Association of Parliamentarians, the largest group of parliamentarians in the United States.

Topics to be covered during the workshop will be especially helpful for officers, people planning to become leaders, and all members of organizations.

For more information on the workshop, call \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number) or e-mail (him or her) at \_\_\_\_\_.

The \_\_\_\_\_ Unit meets on the \_\_\_\_\_ (day of the month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Meetings are open to the public free of charge.

## No. 6 – MODEL PRESS RELEASE – ELECTION OF OFFICERS

### PARLIAMENTARY UNIT ELECTS NEW OFFICERS

\_\_\_\_\_ (name) of \_\_\_\_\_ (city of residence) was recently elected as the new president of the \_\_\_\_\_ Unit of the National Association of Parliamentarians (NAP).

The unit meets to study parliamentary procedure on the \_\_\_\_\_ (i.e., “fourth”) \_\_\_\_\_ (day of week, i.e., “Thursday”) at \_\_\_\_\_ (time, i.e., “7 p.m.”) at \_\_\_\_\_ (location). Meetings are open to the public free of charge.

\_\_\_\_\_ (repeat full name of president) and other officers were (or will be) installed in special ceremonies \_\_\_\_\_ (day of week and date of month) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location).

Other new officers are: Vice-President \_\_\_\_\_, Secretary \_\_\_\_\_; and Treasurer \_\_\_\_\_. \_\_\_\_\_ was appointed as parliamentarian. (Add other officers and appointees as needed).

(Use paragraph here on the community work and contributions of the president and, perhaps, the rest of officers).

NAP is the largest association of parliamentarians in the United States.

For more information about the unit, please contact \_\_\_\_\_ (name) at \_\_\_\_\_ (phone) or by e-mail at \_\_\_\_\_.



## No. 7 – MODEL PRESS RELEASE – STATE/PROVINCE CONVENTION

### PARLIAMENTARIANS GATHER FOR STATE CONVENTION

The \_\_\_\_\_ annual convention of the \_\_\_\_\_ (name of association) will highlight the theme, \_\_\_\_\_, (theme of convention) at its meeting \_\_\_\_\_ (days of week, dates of month) at the \_\_\_\_\_ (hotel name) in \_\_\_\_\_ (city).

The \_\_\_\_\_ (name of association) is a constituent division of the National Association of Parliamentarians, the largest association of parliamentarians in the United States.

A number of workshops on a variety of aspects of parliamentary procedure will be offered \_\_\_\_\_ (date) and are open to the public for a small registration fee.

One of the highlights of the convention will be the election of new officers for \_\_\_\_\_ (year).

Candidates include: for president - \_\_\_\_\_ (name(s)); for vice-president - \_\_\_\_\_ (name(s)); for secretary - \_\_\_\_\_ (name(s)), and for treasurer - \_\_\_\_\_ (name(s)).

The approximately \_\_\_\_\_ (number) delegates are also expected to take up several bylaw and standing rules amendments and make plans for the coming year (Change or add to as needed).

For information on the convention, please call \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number) or e-mail (him or her) at \_\_\_\_\_.

## **SAMPLE PUBLIC SERVICE ANNOUNCEMENT**

### **No. 1 - MODEL PSA – PARLIAMENTARY LAW MONTH**

#### **PUBLIC SERVICE ANNOUNCEMENT (30 seconds)**

A free, public parliamentary law workshop (seminar) will be held \_\_\_\_\_ (day of week, date of month, and time) \_\_\_\_\_ at the \_\_\_\_\_ (location).

The \_\_\_\_-hour workshop is designed for persons seeking more information about parliamentary law. It will be helpful for persons who belong to groups, clubs, homeowner associations, and other organizations.

For more information, please call \_\_\_\_\_ of the \_\_\_\_ Unit of National Association of Parliamentarians or e-mail (him or her) at \_\_\_\_\_.

### **No. 2 – MODEL PSA – INSTRUCTING GROUPS**

#### **PUBLIC SERVICE ANNOUNCEMENT (30 Seconds)**

Members of the \_\_\_\_\_ Unit of the National Association of Parliamentarians are now available to help groups and organizations with a free presentation on parliamentary procedure and how it can help your group.

These parliamentarians will share the interesting and valuable basics of parliamentary procedure, using *Robert's Rules of Order Newly Revised* as the source of the information.

Call or e-mail \_\_\_\_\_ (name) at \_\_\_\_\_ (telephone phone number and e-mail address) to schedule a date and time for the presentation to your group.

### No. 3 – MODEL PSA – STARTING STUDY GROUP

#### **PUBLIC SERVICE ANNOUNCEMENT (30 Seconds)**

Members of the National Association of Parliamentarians (NAP) will hold an informational and exploratory meeting \_\_\_\_\_ (day of week, date of month, and time) \_\_\_\_\_ at the \_\_\_\_\_ (location).

The meeting is open to the public free of charge. Refreshments will be served.

The purpose of the meeting is to start a study group for people interested in parliamentary procedure, possibly leading to the formation of a unit of NAP.

For more information, please call or e-mail \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number and e-mail address).

### No. 4 - MODEL PSA – WORKSHOP FOR YOUTH

#### **PUBLIC SERVICE ANNOUNCEMENT (30 seconds)**

High school and college students are invited to a special parliamentary procedure workshop \_\_\_\_\_ (day of week, date of month) at \_\_\_\_\_ (time, i.e., 7 p.m.), at \_\_\_\_\_ (location with address).

The meeting is open to the public free of charge.

Topics to be covered during the workshop will be especially helpful for officers, people planning to become leaders, and members of organizations.

For more information, please call \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number) or e-mail (him or her) at \_\_\_\_\_.

## No. 5 – MODEL PSA – ELECTION OF OFFICERS

### **PUBLIC SERVICE ANNOUNCEMENT (30 seconds)**

\_\_\_\_\_ (name) of \_\_\_\_\_ (city of residence) was recently elected as the new president of the \_\_\_\_\_ Unit of the National Association of Parliamentarians.

The unit meets to study parliamentary procedure on the \_\_\_\_\_ (i.e., “fourth”) \_\_\_\_\_ (day of week, i.e., “Thursday”) at \_\_\_\_\_ (time, i.e., “7 p.m.”) at \_\_\_\_\_ (location). Meetings are open to the public free of charge.

Other new officers are: Vice-President \_\_\_\_\_, Secretary \_\_\_\_\_; and Treasurer \_\_\_\_\_. \_\_\_\_\_ was appointed as parliamentarian. (Add other officers and appointees as needed).

For more information about the unit, please contact \_\_\_\_\_ (name) at \_\_\_\_\_ (phone) or by e-mail at \_\_\_\_\_.

## No. 6 – MODEL PSA – STATE/PROVINCE CONVENTION

### **PUBLIC SERVICE ANNOUNCEMENT (30 Seconds)**

The \_\_\_\_\_ annual convention of the \_\_\_\_\_ (name of association) will highlight the theme, \_\_\_\_\_, (theme of convention) at its meeting \_\_\_\_\_ (days of week, dates of month) at the \_\_\_\_\_ (hotel name) in \_\_\_\_\_ (city).

A number of workshops on a variety of aspects of parliamentary law will be offered \_\_\_\_\_ (date) and are open to the public for a small registration fee.

For information on the convention, please call \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number) or e-mail (him or her) at \_\_\_\_\_.

## **ARTICLES FOR NEWSLETTERS:**

With slight changes, each of the news releases could easily be turned into an article for a newsletter.

Most organizations, agencies, and civic groups have newsletters. Most are also looking for news and articles of interest to their members and would welcome one or more articles.

The difficult part is finding the names and postal addresses or e-mail addresses for the newsletter editors of the various groups. If you are planning an event, you may already have mailing lists of such groups. Keep the groups informed about your events. In many communities, the local public library maintains contact information for local service clubs and other non-profit organizations.

## NAP Logo Guidelines\*\*

The NAP logo and logotype graphically represent the National Association of Parliamentarians®. They compose our visual brand, and the following guidelines will help you use the logo and logotype appropriately in your printed and online material.

### NAP Logo

The logo features a graphic of a mace on a cube with the letters NAP in caps inside the block.

The mace is Pantone Reflex Blue. Inside the cube are the letters NAP in bold caps in Pantone Reflex Blue. The font is Arial.



Do not superimpose other words on the logo or distort the shape of the logo. In other words, do not change the logo.

### LOGO Placement

An amount of white space should always surround the logo.

Other text or graphics should not occupy this white space. Use your best judgment when inserting the logo into your document or web page.

\*\* All of the information on pp. xvi-xviii has been excerpted from the *NAP Writing Style and Standards Style Guide*. That publication is available in its entirety for download at the NAP Web site or for purchase through NAP Headquarters.

## NAP Logotype

The NAP logotype is the organization name appearing in small caps in Times New Roman typeface. The logotype is designed to be used alone.



### Logotype Construction

The following are procedures for constructing the logotype.

Step	Action	Results
1	Type the words in initial case.	National Association of Parliamentarians®
2	Highlight the words.	National Association of Parliamentarians®
3	On the <b>Format</b> menu, click <b>Fonts</b> .	The <b>Font</b> dialog box appears.
4	In the <b>Font</b> dialog box, click the <b>Font</b> tab and the <b>Small caps</b> checkbox. Click <b>OK</b> .	NATIONAL ASSOCIATION OF PARLIAMENTARIANS®
5	Highlight ®.	®
6	In the <b>Font</b> dialog box, click the <b>Font</b> tab and the <b>Superscript</b> checkbox. Click <b>OK</b> .	NATIONAL ASSOCIATION OF PARLIAMENTARIANS®

### Logotype Placement

The logotype is designed to be used in text.

## **Association or Unit use of Logo**

All active associations and units are permitted to combine the NAP logo with a graphic of their state/province or similar characteristic in order to design a logo that represents that they are a division of NAP. The NAP logo should never be distorted. Any misuse of the NAP logo will not be tolerated.

## **When Not to Use Logo and Logotype**

- The NAP logo is a connecting link between NAP's operations and members and the public, and its use on personal documents may give the false impression that NAP has approved or monitored these documents.
- Do not use the logo and logotype on personal Web sites. If members wish to promote membership with NAP, he or she may spell out the organization name, which may also be used on Web sites as a link to the NAP home page.
- The logo and logotype should not appear in ads, literature, or other communications that promote, or include the promotion of, products or services of others without written permission.

## **Logo Colors**

- The use and consistency of NAP's colors are important parts of our identity.
- The logo and logotype are Pantone Reflex Blue. No other colors may be used in the logo and logotype. In a one-color logo, white and black can be used.
- The four-color process equivalent to Pantone® Reflex Blue is 100% Cyan combined with 72% Magenta and 6% Black with 0% Yellow.
- When designing web sites, the hexadecimal equivalent of Pantone Reflex Blue is #00209F.