



Help Desk - Moose International

E-Mail: Helpdesk@Mooseintl.org

Subject: FW: Bulk E-mail 013008 WOTM - Public Relations Initiatives

Please read at the next Business meeting and post on the Chapter bulletin board.

Hot off the presses..

Candice, our Public Relations Coordinator, has successfully increased public awareness of who the Women of the Moose really are. We no longer stand in the shadows of the Loyal Order of Moose. We have stories and pictures in national magazines and we are mentioned by name on local radio shows.

We can help Candice with her quest to continue to enlighten the public about the Women of the Moose by submitting newsworthy stories of our commitment to Mooseheart and Moosehaven and our local community.

Women of the Moose
Public Relations Initiatives
Bullet Point Summary for Official Visitors
January 2008

* The ongoing public relations campaign to increase awareness of the Moose organization continues to be a success. In 2007, the organization received widespread coverage in publications including Grand magazine and West Suburban Living.

* This past year, the Moose organization also announced an initiative to focus on obtaining media coverage for the Women of the Moose in both national and local media outlets. According to a national study conducted by Opinion Research Corporation, only 11 percent of Americans polled associate the Moose organization with being female oriented.

* We are pleased to share the results with you and hope that you pass the good news on to all members in your local chapters.

* To date, we've had tremendous success obtaining print and radio media coverage across the nation. One article entitled "Women Redefining Fraternal Organizations" was distributed to nationwide

newspapers and has been published by 64 newspapers in 5 states for total readership of more than 3 million. The article appeared in the following markets:

Los Angeles, CA
Pittsburgh, PA
Sioux Falls, SD
Greensboro, NC
Toledo, OH
Hickory, NC
Charleston, WV

* We also have received widespread coverage by radio stations across the country. To date, the radio public service announcement about the Women of the Moose was broadcast 421 times in 35 states with an audience of more than 16 million.

* As we continue to generate media coverage, we will look to our members to provide us with their WOW stories. Many of you have sent us great stories about what it means to be a Women of the Moose. We urge you to continue to send us these stories! The media, especially at the local level, want to hear directly from people like you about newsworthy stories in your communities.

* So, what is newsworthy? Typically reporters and producers are searching for a story that is unique and that their readers and viewers will be interested in knowing more about. This could be about a member who has made a significant accomplishment or how your chapter came together to raise money for a community devastated by a national disaster. When thinking about whether or not you have a story worth telling, consider the following:

* Your story highly depends on the type of media outlet we are targeting. Small local media will be more interested in a personal story about a local resident or event, while a national media outlet like Ellen or Oprah will need a story that is highly unique and would have national appeal.

* Ideally you have a current story. Reporters will not be interested in a story that is "old news". A story about how you raised thousands of dollars to help a sick child 10 years ago won't be of interest to media now.

* Does your story fit into a larger trend? For example, there are more and more grandparents raising their grandchildren. Do you have a member grandparent who is now faced with taking care of his/her grandchildren?

* Other questions you may ask yourself include:

* Is one of your members a celebrity such as an actor/actress, comedian or a politician?

* Is one of your members related to a high-profile celebrity who appears on TV or in the movies?

* Has one of your members appeared on TV or a game show participant?

* Has your involvement in the WOTM significantly

helped you advance in your job or career? If so, what leadership skills did you gain from being a member?

o We encourage you to continue to submit stories. If you are unsure if a story is newsworthy, please send it anyway. We are always thrilled to hear about how are members contribute to making their communities better places to live.

o Please help us encourage all members to share their story by taking this information back to your local chapters.

o To submit a story, please email Candice Wartier at cwartier@sbcglobal.net or call 312-587-3105.

Tricia

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