



Outreach Tips for Quaker Meetings Telling Your Story in the Marketplace

*By Carol J. Suplee
Medford Friends Meeting, NJ
Presented at Tri-Quarter Conference
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Telling Your Story in the Marketplace: Be Prepared!

- 1) Know Your Audiences
- 2) Necessary Tools of the Trade
- 3) Sample Print/Online Media Schedule
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- 12) Dynamic Duo

WHO IS CRITICAL IN YOUR MEETING'S OUTREACH?

They are the key!

EASIEST TO REACH

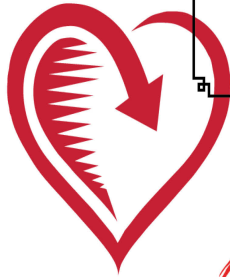
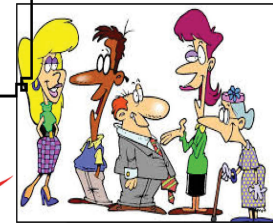
People we love and who love us:
Members who attend, members who
no longer come, other meetings, our
own families and friends, neighbors,
broader Quaker community.

**WE ARE REACHING ALL
OF THEM.....AREN'T WE?**

FOLKS IN THE MIDDLE:

Hard to define, but we all know these
folks. They may have heard about
Quakers somewhere, they read local
papers, go to local events, might see
fliers here and there and wonder.

**REALITY: THEY ARE 10
TIMES HARDER TO REACH!!**



GENERAL PUBLIC

These are folks, groups
and organizations we may
not have thought of. As
founding Quakers knew:

**WE SHOULD BE IN
THAT MARKETPLACE.**



**THE REALITY
THESE FOLKS
ARE 50 TIMES
HARDER TO
REACH!**

Necessary Tools of the Trade

- **Get to know real people in the business: reporters who cover your area/ region, church news editors, columnists, special feature writers. Check web sites for names and contact info. An email or call before sending anything may help. Often their web sites will have instructions.**
- **Learn what they need in terms of staff (whom to send to) deadlines, style, content, photos (good jpegs).**
- **Learn how to write media alerts, releases, short calendar blurbs. Never ever start with a date.**
- **Learn how to write headlines for your copy (remember the editors will need to fit their own space and style).**
- **Downplay your adjectives. They probably will be deleted.**
- **Do not exaggerate, or worse, tinker with the truth.**
- **Do not demand or expect. We are asking for free space and staff time.**
- **Do not waste professionals time without being fully prepared with all your facts—who, what, why, when, where and how.**
- **Never wait until the last minute. Three weeks is the minimum. If you have waited too long, they can't be expected to bail you out.**
- **For more on this topic, Google *Six Rules of Media Etiquette*.**

Sample Print/Online Media Schedule

- **YOUR BASIC FACTS – WHO WHAT WHY WHERE WHEN AND HOW – SHOULD BE AVAILABLE TO THE PR PERSON/COMMITTEE SIX WEEKS OUT! SO, WELL BEFORE THAT,** develop an appropriate print media E-List and geographic strategies with key meeting members. Start planning PR photos. One appointed meeting media person will be ready to facilitate interviews, schedules, photos, and, if necessary, be a spokesperson.
- **DEVELOP A “SPECIAL” LIST OF A FEW ESSENTIAL CONTACTS** (emails, names and titles). That short list gets the **FIRST MEDIA ALERT**. Then wait two or three days and send same media alert to your full media list, minus your short list.
- **MEDIA ALERT, ABOUT 5 WEEKS OUT:**
NOT a press release—it is an advance heads-up addressed to specific assignment editors. This alerts editors about the story peg, whom to contact, how to set up interviews, photos in advance, who can be contacted and quoted.
(continued on next page)

- **SUBSEQUENT TIMED RELEASES will then go to everybody**, including that short “special” list.
- **FIRST PRESS RELEASES, 4 WEEKS OUT:**
Press releases for print media; as well as online calendars, newspapers’ and other online event listing, etc. Note: online calendars need a short paragraph with brief necessary data. Some sites may require filling out submission forms online. Short blurb can help here.
- **SECOND PRESS RELEASES: 2 WEEKS OUT**
This will be a fresh one with a new lead, new quotes, new pix.
- **FINAL BRIEF MEDIA ALERT (?)**
May be useful one week before. Not recommending this unless really necessary, mainly because it’s not professional to send anything so late. But if worded as a reminder to your important editor list, it might help.

- **MEDIA ALERT**

- ***Attention Assignment Editors:***

MEDFORD QUAKERS INVITE PUBLIC

TO A VALUES INVESTMENT FORUM

- **OCTOBER 13 AT 4 PM**

“Putting Your Money Where Your Heart Is”

WHAT:

“Invest in Your Values” Forum features speakers and panel with topics covering responsible investment, shareholder activism, credit cards and banking, “greening” personal investments and more. This is third in a series of forums on the varied implications of climate change. For more information about this event, call 609-953-8914 or visit the meeting’s web site www.medfordfriendsmeeting.org

WHEN AND WHERE:

October 13 at 4 p.m. at Religious Society of Friends (Quakers) Meeting House, 14 Union St. Medford, NJ. Open to the public, no admission charge. Advance reservation requested at 609-953-8914. Includes a sustainable vegetable meal. Donations will be gratefully accepted.

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WHO:

Medford Religious Society of Friends Meeting, established 1759.

Speakers & Panel:

- **Jeffery W. Perkins & Kate Monahan, Friends Fiduciary:** screening investments for social responsibility, shareholder activism.
Jperkins@friendsfiduciary.org
- **Rich Cleaver: TSYS,** overview of affinity credit cards linked to nonprofit organizations and causes. richcl@comcast.net
 - **Pamela Haines:** author, aligning finances with values.
pamelahaines1@gmail.com

Panel: above noted speakers with **Rachel Melroy Husser,** financial advisor.
Rachel.melroy@gmail.com

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EDITORS: Further information ommments please contact:

Ruth Darlington rdarlington49@gmail.com clerk of the Meeting

Carol Suplee cjsuplee@comcast.net press contact.

Anatomy of a Press Release

YOUR TOP INFORMATION

Immediate Release or before Oct 10

Medford Friends Meeting, ‘Invest in Your Values’ Forum

Contacts: Ruth Darlington, rdarlington@gmail.com

Carol Suplee, 609-518-6808 cjsuplee@comcast.net

YOUR OWN HEADLINE

Medford Quakers Invite

Public to Oct. 13 Forum

On ‘Values Investment’

YOUR OWN SUBHED

Medford Quakers pose the question

“How can we put our money where our hearts are?”

BODY OF THE RELEASE

How to “Invest in Your Values” will be explored by three speakers on Oct. 13th at 4 p.m. at the historic Meeting House, 14 Union St. Medford. The forum is open to the public and includes a sustainable vegetable meal. Admission is free (donations accepted). Planners are requesting advance reservation at 609-953-8914.

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(continued BODY of RELEASE)

“This is the third program in our series on climate change,” explained Ruth Darlington, clerk of Medford Friends Meeting. “Inspired by fossil fuel divestment/clean energy reinvestment movements, we decided to explore the challenges of socially responsible investing and finances. The three speakers will offer practical suggestions for ‘greening’ our money.”

- **Speakers: Jeffery W. Perkins** of Friends Fiduciary will discuss screening for responsible investments and shareholder activism. Perkins is executive director of Friends Fiduciary, a Quaker non-profit that provides socially responsible investment management services to Quaker meetings, churches and organizations.
- **Pamela Haines**, will speak on how economic theories and structures shape lives and challenge values. A co-author of *Toward a Right Relationship with Finance; Interest, Debt, Growth and Security*, she espouses a common theme: Demystifying connections between economics and daily life, while challenging people to claim their power and act on their values.

(continued BODY of RELEASE)

- **Rich Cleaver** Rich has worked in financial services his entire career and is currently Director of Sales and Relationship Management for a large provider of credit card processing and related services. The presentation will be an overview of affinity credit cards linked to nonprofit organizations and causes, including a comparison of selected programs.
- **Panel: Rachel Melroy Husser joins the speakers.** She is Senior Vice President and Investment Counselor for Capital Group Private Client Services. She assists nonprofit foundations and endowments to pursue financial objectives. She has served the International Rescue Committee and spent an AmeriCorps year of service teaching on NYC's Lower East Side.

* * *

The Medford Religious Society of Friends Meeting was established in 1759 and has remained a continuously active faith community. All are welcome. For more information call 609-953-8914 or visit the web site

www.medfordfriendsmeeting.org/

Note: Even though this will probably be sent electronically, try to fit all text on on one page. If you have relevant (good at least 300 dpi) jpegs, attach them separately with captions.

Why Are Your Headlines Important?

1. Ask Yourself:
Would this
convince editors
to read on?

One line hed:

Medford Quakers: 'Invest in Your Values' Oct. 13

2. Use subject+verb—
action verb best,
passive in a pinch.
Otherwise, you are
writing a *title*.

One line with sub-hed

Quakers: 'Invest in Your Values' Forum Oct. 13
How to Put Your Money Where Your Heart Is

3. Don't use articles—
a, an, the, these
those

2-line hed:

Medford Quakers' Offer Forum:
'Invest in Your Values' Oct. 13

4. Use present tense
verbs for past
events, and future
tense for coming
events.

3-Line hed:

Quakers Offer Public
Forum October 13:
'Invest in Your Values'

A sample “blurb,” a brief paragraph usable for other meetings’ web sites and email, media online calendars, library online calendars, township calendars. This is just a sample — the format would be altered for specific websites as needed.

October 13. 4 p.m. Putting Your Money Where Your Heart Is marks the theme of an open forum at Medford Friends (Quaker) Meeting, 14 Union St. Medford, NJ. The timely subject “Invest in Your Values” will be explored by three speakers on Oct. 13th at 4 p.m. at the historic Meeting House. The forum is open to the public and includes a sustainable vegetable meal and child care. Admission is free (donations will be accepted). Planners are requesting advance reservation at 609-953-8914 or visit the website medfordfriendsmeeting.org

- This is about 85 words. Long enough!

Are Meetings Prepared for a PR Crisis?

Wherever members and children are gathered in group activities and in historic buildings, there is potential for unpredictable accidents or untoward incidents.

What We Learned At George School in Managing More Than One Tragic Event...

- That concern for those most deeply affected and for the mission of the school must be foremost as a team of key leaders, ***already chosen to handle press***, determine a course of action.
- That communication and consensus among members and staff is fundamental. Without it, any organization invites disaster.
- That any amount of ***advance preparation and thoughtful projection of crisis scenarios***, even though few events can be accurately predicted, provide a sense of confidence and fosters efficiency in stressful times.
- That in a PR crisis, an honest, albeit limited response, and cooperation within the bounds of dignity and respect, are a valid investment in long-term good will in the community and in the press. ***The alternative – pulling up the drawbridge and fighting everyone off – is not an acceptable option.***
- **You may not be able to predict events, but you can predict your corporate response if you plan ahead.**

Sample Media Email List..Beware!

Because staffs change frequently, many may become obsolete, and news outlets may close. Your email could bounce back. There are some radio and tv outlets noted here with the same caveat. Your own research is necessary, but worth the effort. For New Jersey, see the NJ Press Association website *members listing and map*.

- ccomegno@courierpostonline.com
- <dschmied@medfordtownship.com>
- <editor@pembertonvoice.org>
- <editor@southjersey.com>
- editor@trentonian.com
- ggrossman@sjnewsco.com
- <info@moorestownsun.com>
- <jbarna@sjnewsco.com>
- <jhumes@sjnewsco.com>
- jreitmeyer@phillyburbs.com
- long@kyw.com
- mail@cindeltimes.com
- mmathis@phillyburbs.com
- <news@marltontelegram.com>
- <news@medfordcentralrecord.com>
- news@medfordsun.com
- newsdesk@cbs3.com
- NJlistings@event-source.com
- pchaplin@phillynews.com
- <vsilvestri@phillyburbs.com>
- <WCAUdesk@nbc.com>
- <weekendlistings@event-source.com>
- <wpvi-tv.newsdesk@6abc.com>
- <zpatberg@app.com>

New Jersey Press Association's website shows a geographical division of newspapers that cover the state. Here are some examples.

Burlington County

- [Burlington County Times](#) (Willingboro) D
- [The Philadelphia Inquirer](#) D
- [Courier-Post](#) (Cherry Hill) D
- [The Central Record](#) (Medford)
- [Packet Publications](#)

The Register News (Bordentown)

Camden County

- [Courier-Post](#) (Cherry Hill) D
- [The Philadelphia Inquirer](#) D
- [El Hispano](#)
- [New Jersey Law Journal](#) (Newark)
- [Retrospect](#) (Collingswood)

Cape May County

- [The Press of Atlantic City](#) (Pleasantville) D
- [The Philadelphia Inquirer](#) D
- [Atlantic City Weekly](#)
- [Cape May County Herald](#) (Rio Grande)
- [Catamaran Media Company](#)

The Middle Township Gazette
 The Cape May Gazette
 The Gazette of Upper Township
 Ocean City Gazette
 The Wildwood Leader

[Sample Media](#)

Cape May Star & Wave
 Ocean City Sentinel

Cumberland County

- [The Daily Journal](#) (Vineland) D
- [The Press of Atlantic City](#) (Pleasantville) D
- [The Philadelphia Inquirer](#) D
- [South Jersey Times](#) (Bridgeton) D

http://www.njpa.org/njpa/member_newspapers/county_map.html

Select a county by name on the map or from the list below.

North

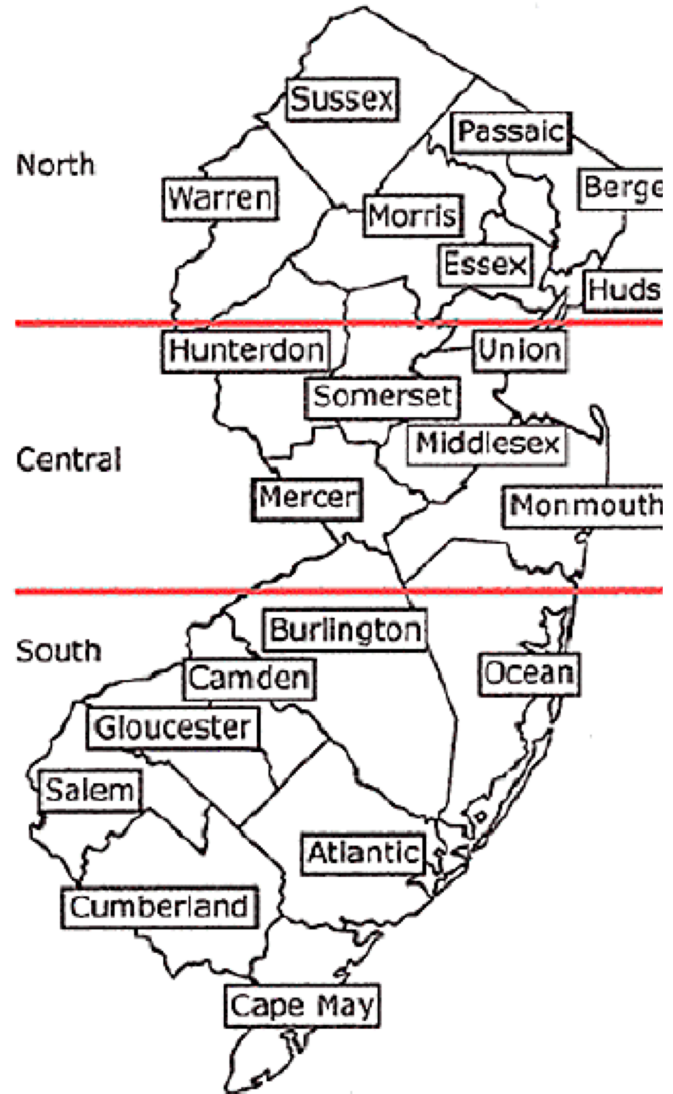
- [Bergen](#)
- [Essex](#)
- [Hudson](#)
- [Morris](#)
- [Passaic](#)
- [Sussex](#)
- [Warren](#)

Central

- [Hunterdon](#)
- [Mercer](#)
- [Middlesex](#)
- [Monmouth](#)
- [Somerset](#)
- [Union](#)

South

- [Atlantic](#)
- [Burlington](#)
- [Camden](#)
- [Cape May](#)
- [Cumberland](#)
- [Gloucester](#)
- [Ocean](#)
- [Salem](#)



Burlington County

PLACEMENT IN VARIOUS CALENDARS, WEBSITES (sample)

Most print news outlets have their own online calendars. This would require a short blurb. Whoever writes the full releases should also provide these short “blurbs” for calendars and bulletins. Be aware this may not be a current list; they change frequently but there are more online resources you may find.

- nj.com - submit an event - my event.nj.com
- njtvonline.org- (public tv) submit an event
- County/Local Tourism Calendars
- American Towns
- Philly Fun Guide
- Courier Post Online
- Burlington County Times Online
- Inquirer Online
- Township and County Library Calendars (besides in-house billboards, they may have online calendars)
- **For American Towns you need to create a password--easy to set up and maintain.**

AND NOW...



**Two Examples of Extraordinary,
Effective Quaker Outreach...**

Dr-r-r-r-→-r-r-r-r-r-→

...THAT DYNAMIC DUO:

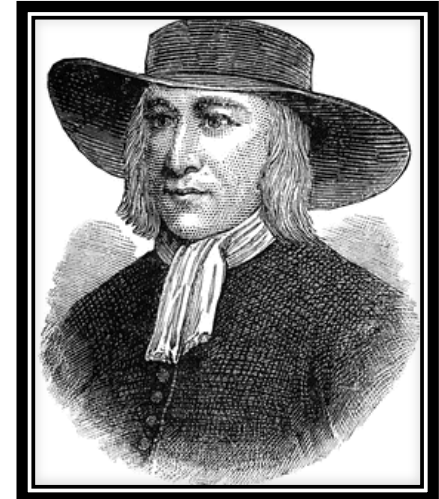


Margaret Fell

“Women's Speaking Justified, Proved, and Allowed of by the Scriptures, All Such as Speak by the Spirit and Power of the Lord Jesus. And how women were the first that preached the tidings of the resurrection of Jesus...”

George Fox

“Be patterns, be examples in all countries, places, islands, nations, wherever you go, so that your carriage and life may preach among all sorts of people, and to them...”



About Carol Suplee

Carol Suplee is retired after careers as a print journalist, as a public relations coordinator for George School, the Quaker boarding school in Bucks County, and as author of two books and editor of another.

Carol presents visual programs based on her full-length book, *Stories of Willingboro Township*, recalling its settlement by English Quakers in 1688, while more broadly covering significant phases of Quakerism's genesis in England and in West New Jersey.

In process at this date, she is creating a visual presentation based on a pilgrimage to England's 1652 country, where Quakerism took root.

For further information, you may contact her at cjsuplee@comcast.net