

BPWNZ Leadership Forum Pukekohe

18th Oct 2014

Promoting BPW

- Part One - Using the Print media
- Part two – Making personal contact

Writing for print media

- Develop a relationship with the editor of your local paper.
- Ask yourself “What will persuade the editor to print this”?
- How can your article catch the eye of the editor so they will publish the article?
- What might put the editor off?

Anticipate

- Anticipate what information the editor would require.
- For community publications, keep things local - they won't touch it if it is not within their readership area.
- And include the specifics of the location, for example don't just say Franklin - say Pukekohe.

Details

- Details are important.
- It is imperative to double check the spelling of names.
- Make sure there is a person to whom quotes can be attributed, include their title, e.g. Manager,
- The writer's name and contact phone number must be included, usually at the end of the media release.

Length

- Keep it brief - 250 to 300 words is ample to tell the story - anything over this can put an editor off;

Journalists are always on deadlines so having to go back to the author is wasting valuable time, and often results in the article not being published.

re photos:

Don't try and squeeze too many people into a shot. Watch to ensure backgrounds don't distract, and ensure all pictures are sent with a caption. Images need to be sent as separate, full size jpeg attachments.





Readability

- Regardless of the style guides and rules, writing for print media all boils down to **readability**. **Avoid difficult words** that have three or more syllables! When writing for print media, it is best to **use the simplest** and most **commonly used** words as your work will be read by all types of people with different educational backgrounds.

Gunning Fox Index on web is a useful tool to check the article for readability

Numbers

- **Spell out numbers** between one and nine, and use Arabic numbers for 10 and higher.
- When you start a sentence with a number, it should be spelled out even if it is 10 or higher.

Titles

When a **formal** title, such as president, precedes a name, spell it out and **capitalize** it. Otherwise, a lowercase letter can be used. For example, you would refer to **President Vicky Mee** or Vicky Mee, NZBPW president.

Using peoples names.

- Initially people are referred to by their first **name, middle initial and family name**. Thereafter, only their family name is used.
- Some **exceptions** i.e. Dr Jackie Blue looks a bit strange if further along in the article she is referred to as Blue!

Abbreviations

- The **name** of organizations, should be **spelled out** in the first reference i.e. Business and Professional Women New Zealand.
- The second time the name is used, it may be abbreviated BPWNZ

Time

- Time is usually referred to as “a.m.” or “p.m.,” unless the time is described through words such as “tonight” or “this morning”.

Capital letters

- The names of holidays, historic events and special events are **capitalized**, such as "Mother's Day" and "Christmas".
- “East” and “West” are capitalized only when they are the name of a recognized geographical area such as the “South Island.”
- **Capital** letters are also used for the proper nouns including the names of nationalities and tribes and the names of books, plays, songs, movies and TV programs.

Promoting and Marketing BPW

Finding new members

- People are busy but often less so when they first arrive in the district.
- Watch the local papers for new businesses, call in, welcome them, invite them to meeting. If it is a male who has opened the business they often have a female partner who will welcome meeting new people
- New neighbour are untapped potential!
- FB (locally we have the Franklin Grapevine) Look for opportunities to invite people new to the area.
- Expo's and A & P shows. Have a guessing competition as a means of collecting contact details.

Once is not enough

- Repeat invitations without being pushy.
- Keep a list of email addresses of people who have shown interest and send an email to them each month with the details of the meeting and a welcome.

Potential in the gyms

- Youthful member potential.
- Put a Poster display in ladies room
- Leave a set number of brochures (10) so you know if information is being taken.
- Remove when no longer relevant, i.e. after the meeting, then put out another one 10 days before the next meeting.