Launching PR and Communications Skills & Strategies

Soror Dorothy Buckhanan Wilson
Supreme Basileus

Soror Toni S. Kendrick
Great Lakes Regional Director
AKA Etiquette

- Please turn off cell phones & other electronic devices.
- Please feel free to ask questions anytime.
- Please share your experiences. We can all learn from one another.
- Do not forget to get your passport stamped before you leave the workshop.
- Please complete your evaluations at the end of the workshop session.
# International Communications Committee

**Soror Leona Dotson**  
Chairman – International Communications Committee  
Far Western Region – Delta Upsilon Omega

<table>
<thead>
<tr>
<th>Soror Traci Bell-Thomas</th>
<th>Soror Melanie Burney</th>
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<td>Great Lakes Region</td>
<td>North Atlantic Region</td>
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<td>Alpha Sigma Omega</td>
<td>Theta Pi Omega</td>
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<th>Soror Carisma Ramsey Fields</th>
<th>Soror Raven Hill</th>
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<th>Soror Sharon D. Howard</th>
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<th>Soror Felicia Miller</th>
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<th>Soror Andrea Robinson</th>
<th>Soror Sonja Sims</th>
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<td>South Atlantic Region</td>
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<td>Gamma Zeta Omega</td>
<td>General Member</td>
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## Regional Communications Officers

**Soror Leona Dotson**  
Chairman – International Communications Committee  
Far Western Region – Delta Upsilon Omega

<table>
<thead>
<tr>
<th>Soror Philippi Chaplin</th>
<th>Soror Ayana Hernandez</th>
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<tr>
<td>North Atlantic Region</td>
<td>Mid Atlantic Region</td>
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<tr>
<td><a href="mailto:p.chaplin@ymail.com">p.chaplin@ymail.com</a></td>
<td><a href="mailto:ayanahernandez@aol.com">ayanahernandez@aol.com</a></td>
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<tr>
<th>Soror Franka Young</th>
<th>Soror Rhonda Bolding</th>
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<tr>
<td>South Atlantic Region</td>
<td>Great Lakes Region</td>
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<tr>
<td><a href="mailto:sa.commoificer@gmail.com">sa.commoificer@gmail.com</a></td>
<td><a href="mailto:rhonda@injenyas.com">rhonda@injenyas.com</a></td>
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<th>Soror K. Dawn Rutledge</th>
<th>Soror Charlene Goston</th>
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<td>South Eastern Region</td>
<td>Central Region</td>
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<td><a href="mailto:kdrjones@gmail.com">kdrjones@gmail.com</a></td>
<td><a href="mailto:cgost1908@att.net">cgost1908@att.net</a></td>
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<tr>
<th>Soror Cambria Jones</th>
<th>Soror Rhonda Harris</th>
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<td>South Central Region</td>
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<td><a href="mailto:cambriaj@live.com">cambriaj@live.com</a></td>
<td><a href="mailto:Rhonda.harris56@yahoo.com">Rhonda.harris56@yahoo.com</a></td>
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<tr>
<th>Soror Angela Warren</th>
<th>Soror Shayla Solomon</th>
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<tr>
<td>Far Western Region</td>
<td>International Region</td>
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<tr>
<td><a href="mailto:awarren@avevents.com">awarren@avevents.com</a></td>
<td><a href="mailto:shaylas1024@gmail.com">shaylas1024@gmail.com</a></td>
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# Great Lakes Communications Committee

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<thead>
<tr>
<th>Soror Leona Dotson</th>
<th>Soror Rhonda L. Bolding</th>
<th>Soror Donnetta Carter</th>
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<tr>
<td>Chairman – International Communications Committee</td>
<td>Regional Communications Officer</td>
<td>Zeta Alpha Omega</td>
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<tr>
<td>Far Western Region – Delta Upsilon Omega</td>
<td>Alpha Alpha Omega</td>
<td>Pittsburgh, PA</td>
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<tr>
<th>Soror Tiana Clemons</th>
<th>Soror Lynne Hayes-Freeland</th>
<th>Soror Theresa E. Pope</th>
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<tr>
<td>Iota Sigma Omega</td>
<td>Alpha Alpha Omega</td>
<td>Gamma Phi Omega</td>
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<tr>
<td>Kalamazoo, MI</td>
<td>Pittsburgh, PA</td>
<td>Buffalo, NY</td>
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<th>Soror Kristina Thomas</th>
<th>Soror Ada Nicole Smith</th>
<th>Soror Tamara Whiting</th>
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<tr>
<td>Sigma Omega</td>
<td>Alpha Rho Omega</td>
<td>Alpha Alpha Omega</td>
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<tr>
<td>Cincinnati, OH</td>
<td>Detroit, MI</td>
<td>Pittsburgh, PA</td>
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Communications Goals & Objectives

Overarching Vision
To refresh and renew Alpha Kappa Alpha’s position as a leading global service organization with a focus on improving and positively impacting the lives of our global community.

Objectives
- Consistent, frequent, and timely internal & external communications
- Boost Alpha Kappa Alpha’s football predictions website profile to increase fundraising and grant-giving potential
- Use the Launching New Dimensions of Service program to reinvigorate and reinforce Alpha Kappa Alpha’s brand promise
- Empower and equip members to be Launching New Dimensions of Service ambassadors within their local communities with proactive, consistent and timely communications
- Effectively and transparently manage crisis and negative communication occurrences
Regional Communications Officer

- Receives direction from the International Communications Chairman, Soror Leona Dotson
- Appointed by Regional Director, to whom she reports
- Works with Regional Director to publicize regional and local events
- Executes a plan to encourage local chapters to contribute to the International Communications Committee’s efforts
- Conducts workshops at clusters and conferences
- Works with PR committee
- Attends monthly RCO meetings for updates and direction
- Hosts periodic webinars on effective public relations
- Heighten AKA’s media visibility in your region
- Communicate the sorority’s key messages
- Strengthen Alpha Kappa Alpha’s media ties
Great Lakes Communications Committee

How can the Regional Communications Committee assist your chapter?

- By helping to further your outreach to local media in your area
- By providing guidance on how to generate news for your chapter
- By offering counsel on marketing initiatives
- By showing you how to involve sorors in your chapter in the promoting the sorority
- By providing guidance & training to your Ivy Leaf Reporter
Working With The Media

What can media outreach do?

- Project a positive image about our sorority
- Educate the public about who we are
- Identify chapter members as a source of information & topic experts
- Provide balanced commentary
- Advance legislative agenda
Types of Media

- Broadcast Media (Television & Radio)
- Print Media (Daily, Weekly, Monthly Newspaper Publications, Magazines, Online Platforms)
- Wire Services
- Trade Publications
- Newsletters
- Internet
- Social Media Outlets
- Blogs
Print vs. Broadcast

Print
- More in-depth coverage
- Often more lead-time
- Great range of venues

Broadcast
- Sound bytes
- Message must be more concise
- Must have experienced spokesperson
Preparing to Engage the Media

- Is the topic of national, regional or local importance?
- Where is the event/program taking place?
- When is the event/program taking place?
- Why is the event/program newsworthy?
- Who is the audience?
- What is the news?
Preparing to Engage the Media

- **National**
  - Determine if there is a local impact.
  - Contact the International Communications Chairman for talking points, FAQs, and assistance.

- **Regional**
  - Determine the scope: Is this something that is relevant to a specific audience?
  - Coordinate with other local chapters.
  - Contact the Regional Communications Officer for guidance and resources.

- **Local**
  - Determine if scope is local only.
  - Coordinate with local chapter Basileus, Ivy Leaf Reporter, or PR Chairman.
Localize story or issue.

- Refer to local people and explain how issue will affect them, the community, and local businesses.
- Use quotes from local officials about the story.

Relevance is key.

- Craft meaningful, *short* messages with relevance to the community.
- Tell *why* it is relevant with facts, statistics, and tangible examples.
A press release announces the news.

Checklist for preparing an effective press release:

- Always include contact information.
- Indicate if the release is “For Immediate Release” or “For Release.”
- Use an eye-catching, impactful headline.
- Describe the “core” news message in first paragraph (who, what, when, where, why).
- Expand the news story in following paragraphs.
- Include a quote from a spokesperson in the organization.
- Close with a “boilerplate” paragraph about the sorority.
- Limit to 1 or 1 ½ pages or 200-400 words.
- At the end, be sure to indicate it is the end with three hashtags, ###. Reporters will know there is no additional information included.

Alpha Kappa Alpha Sorority, Inc.
PITTSBURGH, PA WELCOMES
ALPHA KAPPA ALPHA SORORITY INCORPORATED®
GREAT LAKES REGIONAL CONFERENCE

For Immediate Release: March 23, 2015

Pittsburgh, PA - More than 1,500 members of Alpha Kappa Alpha Sorority, Incorporated’s Great Lakes Region head to Pittsburgh, PA for the region’s 84th Annual Conference April 9 – 12, 2015. The theme for the conference is “Launching New Dimensions of Service: Today’s Vision – Tomorrow’s Reality.” Headlining the four-day event will be appearances by the organization’s International President Dorothy Buchanan Wilson and International First Vice President Dr. Glenda Glover. Hosting the conference is Pittsburgh native and Great Lakes Regional Director, Toni S. Kendrick.

To date, more than 1,500 members from Western PA, Ohio, West Virginia, Michigan and Western New York have registered to attend. Members will donate more than 5,000 backpacks and school supplies to area school children; participate in a Public Meeting recognizing local community service organizations, and enjoy an address by International President Buchanan Wilson.

The Public Meeting will be held on Friday, April 10, 2015 at the David Lawrence Convention Center. It is free and open to the public and will begin promptly at 7:30 PM. The media is invited to attend.

ABOUT ALPHA KAPPA ALPHA SORORITY, INCORPORATED®
Alpha Kappa Alpha Sorority, Incorporated (AKA) is an international service organization that was founded on the campus of Howard University in Washington, D.C. in 1908. It is the oldest Greek-letter organization established by African-American college-educated women. Alpha Kappa Alpha is comprised of more than 265,000 members in 866 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the U.S. Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, and South Africa. Led by International President Dorothy Buchanan Wilson, Alpha Kappa Alpha is often hailed as “America’s premier Greek-letter organization for African American women.” For more information on Alpha Kappa Alpha Sorority and its programs, log onto www.alphaka.co.uk.
A media alert is similar to a press release; it captures the facts of what you want covered in a short, one-page format. In brief, it tells the **WHO**, **WHAT**, **WHERE**, **WHEN** and **WHY** of what you want covered in brief sentences. It also indicates if the event is conducive for photos/video coverage and who is available for interviews.

A media alert is also referred to as an *Invitation to Cover*. Also similar to what its name entails, an Invitation to Cover is an invitation to a media vehicle or company to come to an event to cover it.
When writing a media alert, remember to include
The following:

What: This portion of the media alert is meant to describe
the event. This section can also include the “who.” Who is
the event sponsored by and who is it for?

When: Include the date and time.

Where: Be sure to use an address. Directions should be included if
the venue is in a hard-to-find location. Remember to
indicate parking arrangements.

At the end, be sure to indicate it is the end with three
hashtags, ###. Reporters will know there is no additional
information included.

Alpha Kappa Alpha Sorority, Inc.
Media Alert Sample

MEDIA ALERT:


What: More than 1,500 members of Alpha Kappa Alpha Sorority, Incorporated’s Great Lakes Region head to Pittsburgh, PA for the region’s 84th Annual Conference. The theme for the conference is “Launching New Dimensions of Service: Today’s Vision – Tomorrow’s Reality.”

Who: Alpha Kappa Alpha Sorority, Incorporated (AKA) is an international service organization that was founded on the campus of Howard University in Washington, D.C. in 1908. It is the oldest Greek-letter organization established by African-American college-educated women.

Why: In addition to conducting the business of the organization, members will donate more than 5,000 backpacks and school supplies to area school children through an International Service Project, AKA One Million Backpacks®. The collective goal is to donate and distribute one million backpacks and related school supplies to students over a four year period. Members and guests will also participate in a Public Meeting recognizing local community service organizations, and enjoy an address by International President Backhunan Wilson.

Who Should Attend: A Public Meeting will be held on Friday, April 10, 2015 at the David Lawrence Convention Center. It is free and open to the public and will begin promptly at 7:30 PM. The media is also invited to attend.

When: The Conference will be held April 9 – 12, 2015. The Public Meeting will be held on Friday, April 10, 2015 at 7:30 PM.

Where: David Lawrence Convention Center. 1000 Fort Duquesne Boulevard, Pittsburgh, PA 15222

Media Contact:
Lynne Hayes-Freeland
Alpha Kappa Alpha Sorority, Incorporated®
Great Lakes Region
lhayesfreeland@gmail.com | 412-302-0511
www.akagreatlakesregion.org/new
Social Media Platforms

Social networking sites have become a valuable component of the media.

- A social media platform focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others.

- Most social network sites are web-based and provide a variety of ways for users to interact, such as emails, blogs, and instant messaging services.

- Social media outlets services can also include categorized directories, such as sorors, former classmates, former co-workers, etc., which enable users to connect with friends and associates.
Social networking is all about communication. People with common interests are able to share information.

Facebook is an online social media site that connects people with friends and others who use Facebook to stay connected, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Twitter is very popular instant messaging system that lets a person send brief text messages up to 140 characters in length to a list of followers. Twitter was designed as a social network to keep friends and colleagues informed throughout the day. However, it became widely used for commercial and political purposes to keep customers, constituents, and fans up-to-date as well as to solicit feedback.

Alpha Kappa Alpha Sorority, Inc.
**Social Media Platforms**

**Linkedin** is an online business network designed to help professionals find jobs, people, and service providers. It also offers career management tools.

**Pinterest** is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections or 'like' photos.

**Instagram** is a free photo-sharing program and social network that was launched in October 2010. The service enables users to take a photo, apply a digital filter to it, and then share it with other Instagram users they are connected to on the social network as well as on a variety of social networking services.

**You Tube** is a video-sharing website owned by Google that allows users to upload, view, and share videos.
Social Media Strategy Worksheet

A checklist helps to ensure a comprehensive & consistent presence.

- Identify the target audience.
- Determine the objective
- Define audience communication needs
- Establish social media goals
- Develop the message
- Understand the resources and capacity
- Identify social media tools
- Define activities
- Identify key partners and their roles and responsibilities
- Define success for evaluation
- Evaluate
Suggested ideas for Alpha Kappa Alpha’s usage of social networks:

- To promote public events (i.e. public meetings, chapter programs of service, etc.)

- To inform and educate at the sorority’s purpose, history and programs of service.

- To seek out inactive members who are interested in becoming active and are motivated by the positive activities being sponsored by local chapters.

- To serve as a resource for members interested in learning more about the chapters in their area or active members of the organization in their respective geographic area.

- To further educate the greater population about Alpha Kappa Alpha program initiatives, the importance of sororities on college campuses, and to dispel the myths and stereotypes about predominately African American Greek letter organizations.
Tips

Know the local media in your area.
- Build a press list
- Know the contacts at the local media outlets
- Compose letter of introduction

Join or develop relationship with associations that encourage media networking opportunities.
- Local chapter of National Association of Black Journalists
- Local chapter of Publicity Club

Identify opportunities for chapter visibility.

Always get background on topic prior to releasing information to the media.

Choose an appropriate spokesperson if the chapter Basileus is unavailable or is not the expert in the area.

Use online & print calendar programs as free advertisement of events.

Alpha Kappa Alpha Sorority, Inc.
Tips

- Post television interviews of chapter members onto chapter website. When appropriate, forward to Regional Communications Officer for possible use on regional website/social media platforms. (Make sure to obtain legal clearance for the use of the interview.)

- Be sure to share your chapter social media links to Regional Communications Officer.

- Obtain permission from the International Communications Chairman to include a link from program partners to chapter’s website from their web sites.

- Sorors ARE NOT permitted to post, tweet, blog or comment on AKA business that is conducted during chapter meetings, plenary sessions, executive board, committee meetings, membership intake process or during other occasions that are deemed private and confidential on any social media platform.
Conclusion

- Use your resources!

- Be accurate and concise. It is okay to say, "I do not know. Is it okay if I get back to you?"

- Communicate concisely and effectively.

- Remember that our stories tell our legacy.

- Be prepared for coverage and its consequences and rewards.
Alpha Kappa Alpha App

www.aka1908.org

Download in the App Store or Google Play Store
@aka1908

Alpha Kappa Alpha Sorority, Inc.
Q & A

Alpha Kappa Alpha Sorority, Inc.
Thank You!

Soror Rhonda L. Bolding
Great Lakes Region
Regional Communications Officer
rhonda@injenyas.com