Communications And Public Relations

Darrell Wacker
NMA Website and Meeting Planning Manager

Programs and Meetings

Today's CLT Facilitator:

Darrell Wacker
NMA Website and Meeting Planning Manager

Communicating with Membership

Mass media

- Chapter newsletter
- Articles in company publication(s)
- E-mail
- Chapter Web Site
- Facebook
- Twitter
- Blog
- LinkedIn

Face-to-Face Communication

- Receptions
- New member campaigns / orientations
- Lunch-and-learn sessions
- Mentoring programs
- Networking with executives/others at chapter events

Newsletters

- **Informs**
- **'Brands' chapter**
- **Educates**
- **Teases / generates interest**
- **Allows for feedback**
  - Readership Surveys

Publishing a First-Rate Newsletter

- Know your mission
- Define your audience
- Reinforce key messages
- Use professional format
- Integrate print and electronic
- Determine budget and stick to it
- Stay on schedule / meet deadlines
- Used various distribution methods
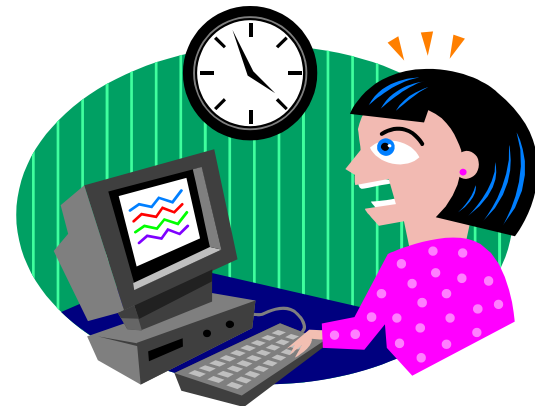
Format and Content Overview

- **Determine layout and masthead**

- **Include regular features**
  - President's and National Director's columns
  - Upcoming events
  - Committee reports

- **Improve quality of art**
  - Avoid grip-and-grin and firing squad shots
  - Think 'photojournalism'

- **Be professional: Newsletter is a reflection of your company and your chapter**
  - Have a strategic purpose for every item
  - Have a professional communicator edit and proofread

Sources of Information

- **Dependable and factual sources**
  - Company Communication organization
  - Company executives
  - NMA and chapter leadership
  - Boosters

- **Regular reports from company and committees**

- **Reserve of informative fillers**
  - NMA-supplied articles
  - Book reviews
  - Free articles from internet – be cautious

Newsletter Content

Remember the five 'W's' and an 'H'

Newsletter Content (Cont'd)

- **Human Interest Stories**
  - People in action
  - Interviews with project leads, company officials, etc.
  - Updates on chapter projects
  - Recognition and Awards
- **Events**
  - Visitors
  - Speakers
  - Volunteer activities
 - Lunch and Learns
  - Program recaps
- **Keep articles short**

Newsletter Content (Cont'd)
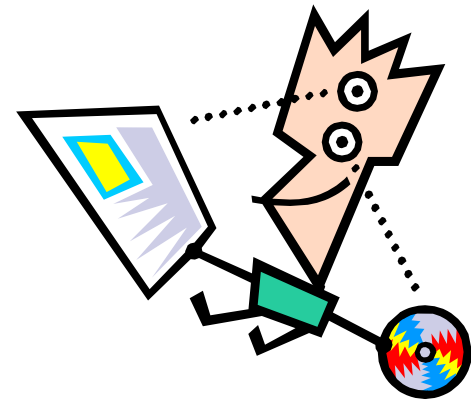
Part A – Publications Contest

1. Upcoming NMA monthly meeting (max 1 pt)
2. Upcoming NMA professional development class (max 1 pt)
3. NMA Community Services/American Enterprise activity (max 1 pt)
4. Past NMA monthly meeting (max 1 pt)
5. Past NMA professional development course showing members participating (max 1 pt)
6. Spotlight or profile of a NMA chapter officer or member (max 1 pt)
7. Message from the NMA chapter president or other officer (max 1 pt)
8. Article from your NMA National Director (max 1 pt)
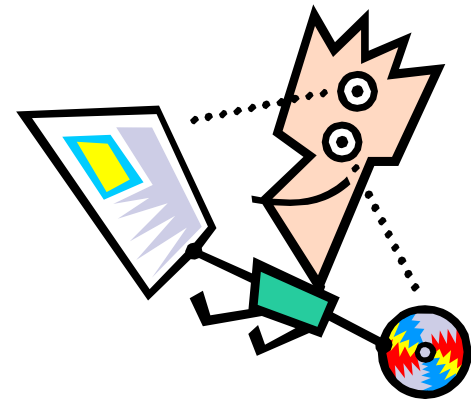
Newsletter Content (Cont'd)

Part A – Publications Contest (Cont'd)

9. Local NMA activities (max 1 pt)

10. National NMA news from NMA Breaktime. (max 1 pt)

11. Original articles written by company management on management topics (max 1 pt)

12. NMA calendar of upcoming events (max 1 pt)

13. NMA Code of Ethics (max 1 pt)

14. NMA Mission Statement (max 1 pt)

15. NMA Leadership Model or article (max 1 pt)

16. NMA National Professional Development class Schedule (max 1 pt)

Newsletter Content (Cont'd)

Part B – Publications Contest (Cont'd)

1. **Format - Is there a balance of pictures/graphics, white space, and text?**
   - *How pleasing to the eye is the publication? In general, some white space is acceptable to give people a pause between things to look at, but it shouldn't dominate pages. Pictures and graphics should compliment articles unless there are photo galleries from recent events, etc.*

2. **Overall Appearance - Does publication look interesting, attractive, and professional?**
   - *The publication has to be something that the chapter's members want to read. Use of colors, font choices, and the like influence this. Also, a picture on the front cover usually draws people in. Think of this from the point of view of a chapter member.*

3. **Are there captions with the pictures/graphics?**
   - *Photos should identify anyone who is featured in them and somehow link to the event.*

4. **Is quality of pictures and graphics good?**
   - *Photos should have reasonable resolution and contrast. Graphics should be clear and well labeled.*

Newsletter Content (Cont'd)

Part B – Publications Contest (Cont'd)

5. **Is the publication NMA oriented, people oriented, and interesting?**
   - *The publication should be a showcase for NMA National as well as local chapters. Does the publication highlight activities for which NMA rewards chapter on the R1, e.g., member meetings, professional development, and community events? People-oriented can be shown by including "human interest" stories, etc. "Interesting" is about whether articles hold the interest of a reader (well-written, etc.).*

6. **Article Headings - Do they compliment and support the articles?**
   - *The article headers should be a few words that summarize a key idea from the article. A heading like "Dinner from May" is not as good as "May GMM features CEO Johnson."*

7. **Is the Masthead attractive and functional?**
   - *The masthead is the publication name on the front cover of the publication. It should have a readable font, good colors, and have information such as publication date, issue, volume, publication name, chapter information, and may include the chapter and/or NMA logo.*

Newsletter Content (Cont'd)

Part B – Publications Contest (Cont'd)

8. **Are the articles readable, flowing, and understandable?**

   ◦ *A bit of an overlap with a previous question but a good idea because of the importance of this category. Articles should be well-written enough (both language and grammar) to be fairly easy to read and not have awkward breaks between topics.*

9. **Does the publication meet overall NMA publication objectives?**

   ◦ *Kind of a summary but special points that are awarded to show the value of being part of NMA to the chapter members. This is probably one of the primary ways that the chapter members know about NMA. When reviewing, think again from the chapter member perspective. Does the publication make it clear that NMA adds value.*
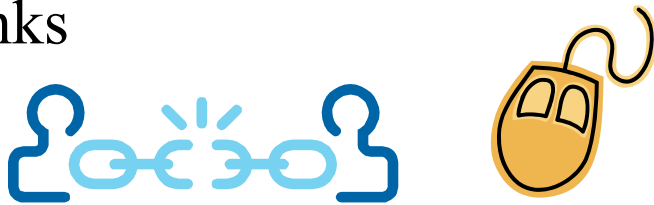
Electronic Communications

Electronic Communication: E-mail challenges

- Bandwidth size and attachments
- Clutter/volume
- Impersonal
- E-mail etiquette

Electronic Communication: Web Challenges

- Content/copy editing

- Maintenance to keep data current

- Need for standard template/look/design

- Too many clicks & Broken links

- People do not read

- Overloaded

- Design challenges

- Generational usage

- Webmaster training

Electronic Communications Solutions

- Regular e-mail consolidation of news/info with links to details

- Publicize deadlines/guidelines for communications

- Post publications on web

- Encourage cascade of information through your officers and executive committee

Inform vs. Communicate What's the Difference?

Inform

- The message is key
- Imparts knowledge
- Satisfies need to know
- Enables work or projects to be done
- Can be done through print, electronic, video, i.e. impersonal media

Communicate

- The method is key
- Influences feeling
- Builds relationships
- Achieves buy-in and commitment
- Requires face-to-face, personal interaction – dialogue
- Results in behavior change

Communications and Leadership

WHAT LEADERS DO

- Face Reality
- Set Clear Simple Visions
- Execute Tactics
- Establish Stretch Challenges

- Commit
- Exceed Plans
- Communicate
- Teach
- Connect

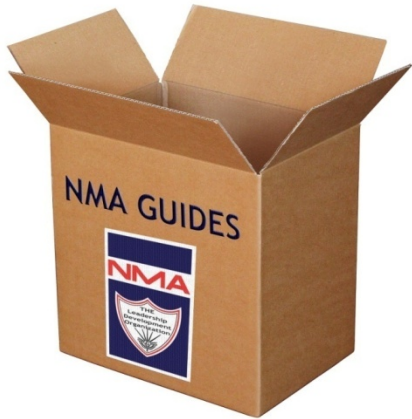*Integral to Teaching … Connecting … Committing … Getting Buy-in to Vision*

Effective communication is integral to other leadership imperatives.

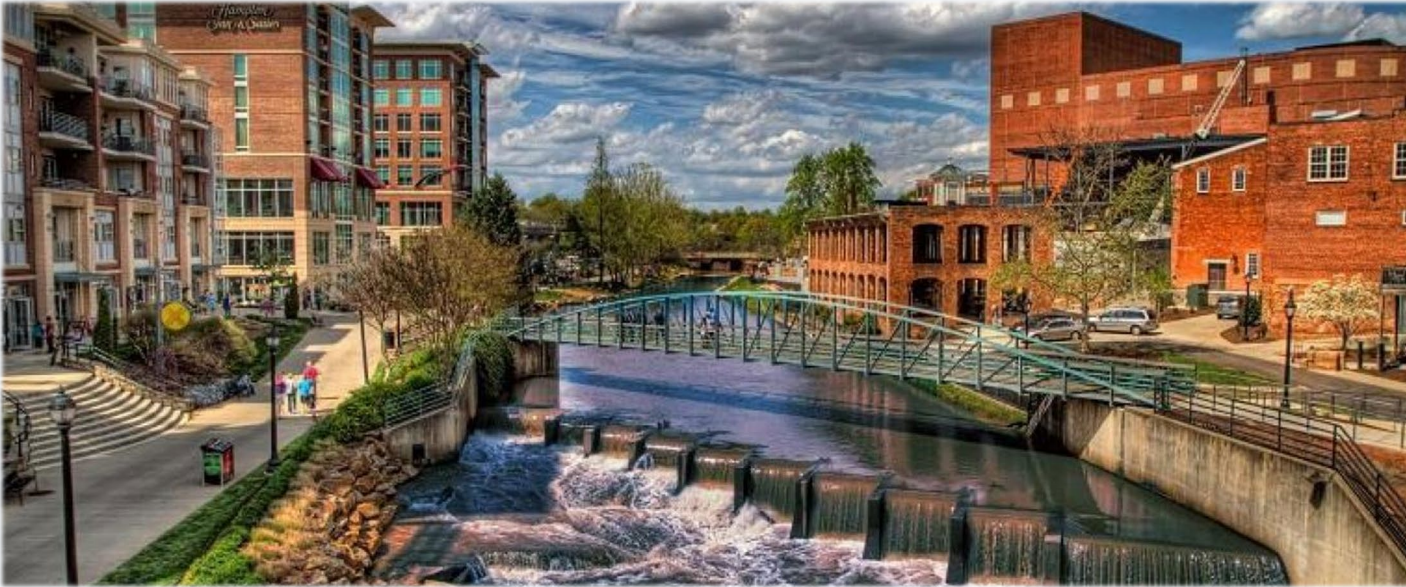# Thank you for attending!

Download guidebooks at:

http://nma1.org

See You in Greenville, SC - October 15-18

NMA Annual Conference