

IEEE Publicity Guide

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Public Relations and the IEEE

The term “public relations” encompasses a wide variety of communications activities aimed at building relationships with the public or various constituencies, and presenting a positive image for the IEEE, local IEEE organizations and IEEE members. As the liaison between the IEEE and your local media, you **can** make a difference! Using some basic communications tools, you can enhance the visibility of the organization and ensure that the IEEE maintains a positive image in your community or area.

A well-planned and organized public relations program can help

- Generate continuing enthusiasm for IEEE activities among members.
- Attract new members.
- Draw public attention to the significant benefits that electrical engineers have brought to society.
- Strengthen employers’ support for their technical staff’s participation in IEEE activities.
- Develop valuable friendships with local reporters.

Your local IEEE organization and its individual members offer many opportunities for publicity. This guide can help you with some of the activities that can be conducted locally. They include, but are not limited to, telling the “news” about local IEEE programs, achievements and member accomplishments.

The guide was developed from a U.S. perspective. However, most of the tools, techniques and tips can be used for public relations in other countries around the world.

If you have questions about anything suggested here, or would like to discuss how to handle a particular project, the IEEE Corporate Strategy and Communications staff will be glad to help. Phone us at +1 732 562 6820, fax at +1 732 981 9511, or email corporate-communications@ieee.org.

First, Know the IEEE

Here is a list of facts about the IEEE. These are current as of October 2004; for the latest information, please contact IEEE Corporate Strategy and Communications.

- The IEEE is the world's largest technical professional society with more than 360,000 members in more than 150 countries. It includes members who are practicing engineers, researchers, engineering professors, entrepreneurs, consultants, business owners and chief executives.
- The IEEE publishes a large portion of the world's literature on electrical, electronics engineering, and computer and control technologies. The IEEE's publications are among the world's most highly cited.
- The IEEE has nearly 900 IEEE standards in use, with more than 700 in development at any one time.
- The IEEE has 39 Societies and four Councils that focus on the technical needs of its members.
- Members have expertise in a wide range of technical areas -- from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics.
- Members develop new technologies that can enhance people's quality of life.
- Members and non-members around the globe support IEEE standards development, conferences and a wide range of issues that affect electrical, electronics and computer engineers and their companies.
- Members contribute thousands of hours to community and professional activities and organizations.
- Members receive awards and are recognized by the IEEE and other organizations for their community, professional and technical achievements.

The IEEE sponsors and co-sponsors more than 300 technical conferences each year, from small events to those with thousands of attendees.

The IEEE Master Brand

Consistent, prominent use of the IEEE Master Brand will help enhance the visibility of the IEEE and support your publicity program. To build greater recognition for the IEEE and its activities, display the Master Brand.

- On all print and electronic materials.
- With prominence equal to or greater than other logos.

Careful and comprehensive use of the IEEE Master Brand

- Ensures that IEEE organizations, products, services, and print and electronic materials are identified boldly, clearly and consistently as belonging to the IEEE.
- Enhances the IEEE name and reputation, and helps introduce the IEEE to potential members and customers.
- Protects the IEEE name and logo from trademark infringement.

Here are some of the most important things to remember about using the IEEE Master Brand in your publicity efforts:

- The IEEE Master Brand consists of the logo (diamond-shaped emblem with the right-hand rule) and the letters IEEE. The design is fixed and cannot be modified.
- The IEEE Master Brand cannot be smaller than 1 1/8 in. (29 mm or 81 pixels) wide when measured from the left tip of the logo to the last “E”.
- Name badges are an exception. The minimum size of the IEEE Master Brand on name badges is 1 in. (25.4 mm) wide. The Master Brand must be equal to or larger than other logos shown on the badge.

The information provided here is only an excerpt of the IEEE Identity Standards found at www.ieee.org/identitystandards. Please visit the site for complete instructions on how to correctly use the Master Brand in publicity materials such as volunteer letterhead, conference literature, posters, Web sites and more.

Questions about correct usage may be directed to corporate-communications@ieee.org.

News About the IEEE

One of the most visible aspects of public relations is **publicity**, or telling the “news” about the organization, such as its recent accomplishments and activities, and those of its individual members.

LOCAL NEWS

Although local IEEE news may not interest readers of such major newspapers as “The New York Times,” “Asahi Shimbun,” or “Die Welt,” it may be important to the community watching local television, listening to local radio or reading neighborhood newspapers. Local publicity may include announcements of

- The IEEE has an important story to tell, and many opportunities for news coverage exist in Sections, Chapters and Student Branches.**
- New officers and key volunteer positions.
 - Members’ accomplishments (professional and technical).
 - Local technical or professional conferences and meetings, especially if open to the public.
 - IEEE-sponsored special events.
 - Local IEEE Section participation or leadership in other national, international or local activities.
 - Local IEEE member participation or leadership in other national, international or local activities.
- Community service activities (individual or organization).
 - IEEE spokespersons discussing issues affecting engineers, technology or the profession in general.

Getting Started

A public relations (PR) chairperson usually coordinates publicity for the local organization. Having a few energetic committee members helps to lessen the workload because they also can serve as reporters. Here are some tips to help get you started:

- Encourage members at meetings and through the newsletter to contact the PR chairperson with information about member or local IEEE organization accomplishments, special events or other activities.
- Develop a master list of the news organizations and reporters in your area, including daily and weekly newspapers, and local network, cable TV and radio stations.
 - Contact each to determine who handles business, technology and education topics.
 - Make a note of deadlines for daily and weekly editions and special reports. Obtain the best times to reach the contacts by phone. Determine how they prefer to receive the news (mail, fax, email, phone).
 - Ask how much notice is required for coverage prior to an event.
 - Inquire about “Calendar of Events” listings.
 - Determine who should receive “People in Business” announcements.
 - Verify contact names at least once a year.
- Develop a list of key government officials and industry executives in the local area. Place them on your newsletter mailing list.
- Assist other committees with special events arrangements to ensure that the public relations aspect is considered (e.g., invitations to key local officials, news media contact, photographer, etc.).

News Releases

News releases about the local organization's activities can be a very efficient way to reach general and targeted audiences.

However, editors and reporters usually receive many more news releases than they can use. To get their attention, news releases must provide a clear summary of the action to come, or of an event that recently occurred. This information must be presented in an easy-to-read format (see sample on page 10).

Writing the Release

If a release doesn't immediately capture the editor's interest or appear newsworthy, it is likely to be ignored. Try to include WHO will do WHAT, WHEN, WHERE, and WHY (if appropriate) in the first one or two sentences of the release. These are the "five Ws" that reporters need to write their stories.

Here are some ways to attract the attention of a writer:

- Keep it simple.
 - Write clearly and concisely, using simple, non-technical language.
 - Avoid IEEE acronyms, technical jargon and slang.
 - Do not use clichés and overblown adjectives that sound like advertising copy.
 - Keep sentences and paragraphs short. Sentences generally should not be more than two to two and one-half typewritten lines.
 - Try to keep the release to one page -- two pages at most.
- Include a contact name and phone number.
 - List a local IEEE contact name in a prominent place at the beginning of the news release—with a day phone number—so the reporter or editor can call if there are any questions.
 - If you have identified a spokesperson, be sure that person will be available when you send the release. Make sure your spokesperson has up-to-date information about the IEEE and the facts included in the release.



- Write active headlines. Here are some hints:
 - Summarize what is new or different in the news story in the headline.
 - Make the headline reflect what is said in the initial paragraphs.
 - Include an active verb: For example, “IEEE Elects Local Officers” instead of “New Local IEEE Officers Are Elected.”
 - Keep it short: two lines maximum.
- Use a standard format.
 - Dateline and release date -- Following the headline and immediately prior to the body of the release, include your city or town and the date on which the release is distributed (e.g., Cleveland, OH, month and day).
 - Text – Mailed and faxed news releases are easier to read and edit when double-spaced. Use at least 11 pt. type font. Releases sent by email should be single-spaced and in the body of the message.
 - Page layout – For printed releases, if a second page follows, center “-more-” at the bottom of page one, and “-2-” at the top of page two. Use “###” to signal the end of the release.
 - End the release with a “boilerplate” paragraph. Here is a standard boilerplate for the IEEE:

The IEEE is the world’s largest technical professional society with more than 377,000 members in approximately 150 countries. Through its members, the IEEE is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics. Additional information is available at <http://www.ieee.org>. (Add local information here.)
- Add a sentence that gives the boilerplate a local angle if it is not mentioned elsewhere in the news release. For example, “There are 2,600 members in the IEEE Cleveland Section.”
- Ask someone else to carefully proofread the release before you make copies and distribute.

Photographs

Sometimes a photo can make the difference in whether a story gets printed. Here are some suggestions:

A good photograph brings an interesting news release to life.

- Most media accept digital photos, but size and resolution requirements apply. Ask your contact for the specifications before sending images by email since IT security precautions often prohibit accepting unsolicited attachments.
- If hard copies of photos are required, 5 × 7 in. prints are preferred. Ask if the publication uses color or black and white.
- Avoid writing directly on the back of the photo. Attach a self-adhesive label that identifies the people and the name of the IEEE organization and event.
- Always include a caption. Mention the IEEE and the event in the caption in case an editor uses the photo without the news release.
- Be sure to identify all the people and their locations in the photo (e.g., from left to right).
- For elections of new officers or local IEEE award recipients, use photographs taken from the shoulders up. Avoid “grip-and-grin” shots where subjects shake hands and look at the camera. Natural, pleasant expressions on subjects’ faces work best.
- For events, try to provide action pictures that look natural. Avoid staged shots with everyone standing in one long line.
- Plan shots in advance and make a list for the photographer. Bring together the people you want in each photo.
- Check the location in advance.
 - Is the podium in the right place? If not, can it be moved?
 - Does the background provide contrast, or will your subject disappear into it? If you can’t improve the contrast, would another location be better?
 - Is there clutter in the area where the photo will be taken? If so, can you remove it?
 - Are signs or vertical objects positioned in the background? If so, can you remove them so they do not appear to grow out of the subject’s head? Or, can the location be changed?

Distributing the Release

From your master list, develop a targeted list of all the journalists who should receive this release. (See tips in the Getting Started section.) If the list has not been used in a while, consider checking the names before sending out a news release.

Consider the news content and journalist's deadlines when setting up your distribution date.

- Include alumni and employers' internal publications for releases about members', accomplishments.
- For advance coverage, distribute releases at least two to three weeks prior to the event.
- For coverage at an event, send an advance announcement and contact the journalists again a few days before the event date (see section on Media Alerts). Follow up by phone or email.
- For new officers and awards, write and distribute a release as quickly as possible after the election or the recipient's selection.
- Use each reporter's preferred distribution method whenever possible. Some media still prefer to receive news releases by first-class mail although most accept faxes and email. Determine preference with a phone call before sending.

SAMPLE LOCAL NEWS RELEASE

IEEE Cleveland Section
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GE FLUORESCENT LIGHTING PIONEER TO RECEIVE IEEE EDISON MEDAL

CLEVELAND, 1 May – Edward Hammer, retired Global Fluorescent Technical Advisor at General Electric in Cleveland, Ohio, will receive the 2002 IEEE Edison Medal on June 22 at the annual IEEE Cleveland Section Awards Dinner at the Marriott Cleveland at City Center. The Mayfield Village resident is being honored by the world's largest technical professional association for his contributions to energy-efficient lighting design. Hammer's technological achievements have earned him over 35 patents and have helped to shape the modern lighting industry.

For more than four decades at GE, Hammer has been at the forefront of fluorescent lighting research. During the energy crisis of the early 1970s, he led the design and development of GE's energy-efficient lamp, the Watt-Miser. The success of the lamp was based on the krypton/argon fill gas—which was compatible with existing electromagnetic ballasts already in the marketplace—and a novel, electrically conductive coating on the inside of the glass tube to facilitate reliable starting. All major lamp manufacturers still use the design today, and it is the cornerstone of many energy-saving lighting programs. In 1976, he developed the first compact fluorescent lamp; the original prototype of the spiral-shaped lamp is on display at the Smithsonian Institute in Washington, D.C.

With more than 40 technical papers to his credit, Hammer has been called the “Father of Fluorescent Signature Analysis.” His methods for testing lamp/ballast compatibility are in constant use today by the industry, and are known for their ease of application. He also has participated actively in ANSI/IEEE Standards activities as well as on IEEE Industry Applications Society (IAS) technical committees.

A Fellow of both the IEEE and the Illuminating Engineering Society of North America, he has won many awards including GE's Steuben Glass Replica Award and two IAS prize paper awards. He received his bachelor's of science degree in physics from Manhattan College, N.Y.

The IEEE is the world's largest technical professional association, with more than 377,000 members in more than 150 countries. Through its members, the IEEE is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics. Additional information about the IEEE can be found at <http://www.ieee.org>. There are 2,600 members in the IEEE Cleveland Section.

###

Media Inquiries and Interviews

Journalists often turn to the IEEE as an impartial source of background information on technology topics or because they know the IEEE's members are experts in their fields. If a reporter calls, you must decide if it is appropriate to respond on behalf of the IEEE and, if so, who should give the response. This type of inquiry is often conducted by phone and is usually an informal interview.

Here are some guidelines for working with reporters:

- If a reporter contacts you directly, always verify the reporter's name and correct spelling, and ask for an email address and phone number.
- Determine and respond to the deadline, if possible, or get the reporter to agree to a new one.
- If you can't answer the questions, try to recommend someone in a leadership position -- the reporter is more likely to mention the IEEE if there is a title attached (i.e., Chair, Vice Chair, etc.).
- Ask who else will be interviewed, how long the interview will last and what the focus of the story is.
- Offer the best experts available on the subject even if they are not IEEE members. The reporter will appreciate your assistance and will likely turn to you again.
- If you are referring the reporter to someone else, contact the source yourself before giving a name and number to a reporter, unless you are sure of that person's willingness and availability to respond. This may not be an issue if the contact information is already available on the Web.
- Alert IEEE Corporate Communications that you received the call (corporate-communications@ieee.org). This will allow for appropriate follow up and tracking of the story.

Reporters often call when they have a short deadline and are usually appreciative when you keep that in mind.

PREPARE FOR INTERVIEWS

- If the deadline permits, ask the reporter if he or she can provide you with questions in advance. This way, you can prepare for the interview and understand the goal of the reporter’s story.
- Depending on the topic, develop two or three key messages or facts the reporter should know by the end of the interview. If the reporter does not provide an opening to mention the key messages, close by saying something like “Let me leave you with a few other thoughts on the matter...”

RESPONDING TO QUESTIONS

- Choose your words carefully. Never say anything that you would not want to see in print, and **never** speak “off the record.”
- If you are not the right person to reply to a particular question, it is proper to tell the reporter. Do not hesitate to defer to another member or group.
- Do not feel obligated to answer an opinion question.
- Politely decline to answer “what if” questions.
- Be patient with the reporter’s lack of knowledge. Many journalists cover a broad range of news stories. Their job is not to know everything, but to accurately gather information, comprehend its importance and write about it so that most people understand.
- Offer to get back to the reporter if a question cannot be answered immediately. Again, confirm the writer’s deadline.

TELL THE “IEEE STORY”

When talking with local journalists about IEEE activities or members’ accomplishments, the facts in section “First, Know the IEEE” may be pertinent.

FOLLOW UP

- If you promise to provide anything after the interview, be sure to follow up yourself or contact IEEE Corporate Communications at corporate-communications@ieee.org or at +1 732 562 6820 if you need assistance, or want someone to follow up with the reporter on your behalf.

Media Alerts

Media alerts usually are reminders of previously announced events that you want journalists to attend. You also can use media alerts to announce a quickly planned function that does not allow time for writing and distributing a news release.

The alerts supplement news releases by giving a brief summary of the most important facts. Send a media alert to the assignment or news editor of a small publication. Here are two sample formats:

MEDIA ALERT

NEW NIH DIRECTORS TO ADDRESS FIRST BIOMEDICAL IMAGING SYMPOSIUM

- WHAT** Opening addresses at the IEEE 2002 International Symposium on Biomedical Imaging.
- WHO** Dr. Elias Zerhouni, Director of the National Institutes of Health
Dr. Zerhouni, who was confirmed by the U.S. Senate in May will discuss the fast-moving field of biomedical imaging research and its promise to improve human health. He also will address NIH biomedical imaging funding and program directions. Dr.Zerhouni will stay for the reception from 8 to 9 p.m.
- WHEN** Address to the opening reception - 7:00 to 7:30 p.m., Sunday, July 7
- WHERE** The Ritz Carlton Hotel, Ritz Carlton Ballroom
1150 22nd Street, NW
Washington, DC 20037
- CONTACT:** To obtain a press pass for the reception or the entire symposium (July 7-10, 2002), e-mail Laura Wolf, Executive Director, IEEE Engineering in Medicine and Biology Society, at l.wolf@ieee.org (+1 732 981 3433)

Additional Contacts:

- Richard Swaja, NIBIB, swajar@nibib.nih.gov, +1 301 451 4779
- Mercy Kowalczyk, Executive Director, IEEE Signal Processing Society, m.kowalczyk@ieee.org, +1 732 562 3887
- Debra Schiff, IEEE Corporate Communications, d.schiff@ieee.org, +1 732 562 5376

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MEDIA ALERT

IEEE Toronto Section
Jane Q. Smith
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WHAT: The 2002 IEEE Honors Ceremony will recognize contributions of some of the world's technology pioneers.

Honorees include:

- Herbert Kroemer, the 2000 Nobel Laureate in Physics;
- Edward Hammer, inventor of the first compact fluorescent light bulb (the Watt-Miser);
- Bradford Parkinson, designer of the Global Positioning System; and
- Fifteen other trailblazers who will be honored for their technical achievements.

**LOCAL
ANGLE:**

IEEE President Ray Findlay, electrical machines professor at McMaster University in Hamilton, Ontario, will be the Master of Ceremonies at the event. In addition, Dr. Robert T.H. Alden, professor emeritus of McMaster University, will receive the IEEE Haraden Pratt Award for his outstanding service to the IEEE, especially in the area of electronic communication.

Findlay, Alden and other IEEE awards recipients will be available for interviews prior to the ceremony. Interviews must be scheduled in advance.

WHEN: Saturday, 22 June 2002, 6:30 to 10:30 p.m.

WHERE: Westin Harbour Castle, 1 Harbour Square, Toronto, Ontario, Canada

The Institute of Electrical and Electronics Engineers is the world's largest technical professional society with more than 377,000 members in approximately 150 countries. Through its members, the IEEE is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics. Additional information is available at <http://www.ieee.org>. The IEEE Toronto Section has 3,448 members.

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Backgrounders

A backgrounder contains more information about a subject than is normally placed in a news release. A backgrounder may accompany the release, be provided at the event or be given to reporters upon request.

Here is a backgrounder about the IEEE that you can use. It includes sample content about a local organization.

Background: IEEE

The IEEE Cleveland Section is one of nearly 300 local sections around the world. The Section boasts nearly 2,600 members and student member branches at Case Western University and Cleveland State University. The IEEE (Institute of Electrical and Electronics Engineers) is the world's largest technical professional society with more than 377,000 members in approximately 150 countries.

The IEEE is devoted to advancing the theory and application of information and electrotechnologies. Through its members, the IEEE is a leading authority on a broad range of areas from computer engineering, telecommunications, and vehicular technologies to electric power, biomedical engineering and consumer electronics. The IEEE has more than 40 technical Societies and Councils, each committed to a specific technical field of electronics, electrical or computer engineering and computer and information sciences.

IEEE Spectrum is the IEEE's flagship publication, keeping engineering professionals current on innovations and breakthroughs on the horizon and across the full range of topics of interest to IEEE members. The organization publishes more than 120 magazines, journals and transactions in its fields of interest.

The IEEE and its predecessor societies -- the American Institute of Electrical Engineers and The Institute of Radio Engineers -- date to 1884. Among the IEEE's primary activities are technical publishing, conferences and the development and dissemination of industry standards. The IEEE's publications are among the world's most highly cited in the fields of electrical and electronics engineering, telecommunications and biomedical engineering. The organization holds more than 300 major conferences at which engineers learn and exchange information. The IEEE also has created nearly 900 active industry standards, and has more than 700 under development. For more information, visit www.ieee.org.

###

Press Kit

A press kit is a valuable tool for telling the local media about your IEEE organization, its activities and members' accomplishments. The kit may include the following:

- Your latest press releases with current contact information.
- The IEEE backgrounder with local facts.
- Any press clippings of your recent local IEEE events.
- Your organization's up-to-date events calendar.
- Your organization's latest newsletter.
- For special events, biographies of event speakers and presentation summaries.

Media Pitch Letter

When you want to attract the media to your local events, it is good practice to send a pitch letter. This letter typically tells the media what you can offer them as a source of news and technical information. The following is an example of a simple pitch letter.

Dear Journalist,

As highways become more congested, transportation officials are looking at new technologies that can help ease the burden on roadways and lessen the frustrations of motorists. The answer may lie in new methods of traffic technology called Intelligent Transportation Systems. And that technology is right here on your doorstep.

On Sept 26, 2002 at 7-8:30 p.m., the IEEE Cincinnati Section will host a panel discussion featuring ITS expert John Doe from the U.S. Department of Transportation and ITS pioneer Ralph Cramden from the Department of Electrical Engineering, Ohio State University. Also participating will be traffic safety experts from the Advanced Regional Traffic Interactive Management and Information System (ARTIMIS) in Cincinnati, The Ohio Department of Transportation and the Kentucky Transportation Center.

The panel will examine current issues and new methods for incident, congestion and freeway management in the Cincinnati – North Kentucky region. The discussion will be moderated by IEEE Cincinnati Section Chair Jane Smith. It will take place at the ARTIMIS Operations Control Center at 508 W. 3rd Street in downtown Cincinnati.

Journalists are invited to attend and participate in the question and answer period that will follow the panel presentation. Interviews with the panelists may be arranged in advance.

We look forward to seeing you there. Please RSVP by contacting the IEEE Cincinnati Section Voice Mail Box at +1 513 629 0380.

Sincerely,

Morris Roberts
IEEE Cincinnati Section Publicity Chair

The IEEE Cincinnati Section has 1,067 members. The Institute of Electrical and Electronics Engineers is the world's largest technical professional society with more than 377,000 members in approximately 150 countries. Through its members, the IEEE is a leading authority on areas ranging from aerospace, computers and telecommunications to biomedicine, electric power and consumer electronics. Additional information is available at <http://www.ieee.org>.

Meetings and Special Events

The key to a successful special event is thorough planning and organization both before and during the activity. Work with your event-planning committee to develop a timetable that includes publicity. IEEE-sponsored, co-sponsored or hosted special events and programs often are opportunities to disseminate information about the organization's activities. Invite the media to open meetings, conferences and other programs when the topics are newsworthy. For a comprehensive special event checklist, see Appendix A.

As a speaker or planner of an event where someone addresses the audience, consider these tips:

- Always assume a reporter is in the audience.**
- Be sure the information being presented is accurate. Also, ask yourself: "If this statement were to show up in print or on the evening news, would it be flattering to me and the organization?"
 - Follow up later to see if the reporters need any additional information.

During special events that involve a lot of people and activity, a reporter may be more intrusive. You can help minimize this intrusion by preparing for such a situation.

- Instruct all volunteers at the event to direct journalists to you or your designee.
- Select an area with minimal, if any, distractions for the interview and lead the reporter to that location. Consider hanging an appropriate IEEE sign or banner nearby that could be included in any photos or video footage.
- Give the reporter a copy of the news release with the pertinent information about the event and the IEEE.

Send a brief summary news release immediately following the event to media contacts who did not attend. This may also result in coverage. Here are some suggestions to enhance the chances of post-event media coverage:

- Send good-quality action photos showing community representatives interacting with IEEE members within 24 hours after the event.
- Keep the information brief.

The Newsletter as a Public Relations Tool

A newsletter serves as a convenient way to maintain contact with members, remind them of the benefits and services of the IEEE and help build a sense of community and loyalty at the local level. If it contains



news articles as well as meeting announcements, the newsletter also offers another opportunity to reach out to the local media.

Add to your distribution list reporters who cover community events and activities or technology-related topics. The list also could include local and state elected officials and local industry executives who employ IEEE members. Copies also should be sent to the local IEEE student branches.

FIRST EVALUATE YOUR NEEDS

Take an objective look at the last few issues of your newsletter and determine its strengths and weaknesses. Ask yourself

- Is it informative? Interesting? Well-written? Accurate?
- How does it look? How compelling are the headlines?
- Does the nameplate clearly depict the name of your organization?
- Is the IEEE clearly identified in the nameplate through the proper use of the IEEE Master Brand and the letters IEEE as part of the organization's name?
- What impression would it make on someone who is not familiar with the IEEE, e.g., a prospective member or industry executive?
- What newsletter features can be kept and which ones should change?

Decide what kind of content the newsletter will contain. Consider including some of the following:

- Information on upcoming conferences (include abstracts of key speakers)
- Summaries of meeting speaker presentations or keynotes of conferences held in your area
- Society chapter activities
- Section, chapter, and student branch member accomplishments
- Student chapter activities
- IEEE news including new products, new member benefits, major announcements, etc.

Also determine

- If it will be a print or electronic publication or both.
- What will it look like?
- Who will write the articles? Can others help cover regular topics? If so, will you edit their work or run them as is?

IEEE SOURCES

There are many sources of news about the IEEE that may be of interest to your readers. Here are a few:

- IEEE News on the Web (www.ieee.org/newsinfo)
- *The Institute* Online
- *IEEE Leadership Wire* and *Society Sentinel* newsletters for IEEE volunteers (contact corporate-communications@ieee.org)
- *What's New @ IEEE for Members* (one of 11 opt-in IEEE newsletters; <http://whatsnew.ieee.org/>)
- IEEE-USA (<http://www.ieeeusa.org/>)

Information may be used from these publications without permission. Please contact IEEE Corporate Strategy and Communications if the URLs above are inactive.

PROOFREAD, PROOFREAD, PROOFREAD

Read the entire issue before it goes to the printer or is sent out by email. But don't be content with your own proofreading. Because we tend to read what we intended to write instead of what we actually wrote, no one can catch all of his or her own mistakes. Recruit someone with good grammar skills and an eye for detail to read every word in the issue.

Letters to the Editor

Writing a letter to the editor of a newspaper or magazine offers an effective way to express views -- rather than news -- on a subject. Consider writing such a letter when

- The IEEE and your Section can contribute to the public discussion of an issue, and/or
- A news story or editorial is inaccurate, misleading or unfair.

There is no guarantee a newspaper, magazine or journal will publish your letter to the editor, but following these guidelines will increase the chance of it being printed:

Make points logically. Include hard data and facts to substantiate your point of view.

- Stick to one subject. Try to clearly express one thought or idea.
 - Keep the letter brief, preferably to one page, single-spaced and typed.
 - Avoid emotional, exaggerated language.
 - Try to be constructive. For example, if you disagree with a policy or government action, offer an alternative.
- Remember, you are representing your own opinion, not that of the IEEE.

Op-Ed Page Articles

Op-ed page articles are those that appear on the page opposite a newspaper's editorial page. They offer a chance to express opinions, as opposed to news. Op-ed articles resemble letters to the editor, but here are some of the differences. Op-eds

- Usually **raise** an issue while letters to the editor generally **respond** to something that has been reported.
- Allow the writer to define the agenda.
- Are usually longer than letters to the editor—500-750 words is a common length for an op-ed article.
- Tend to make a greater impact on readers than letters to the editor.
- Are more difficult to get accepted by the editor because they are considered guest editorials.
- Represent your own opinion, not that of the IEEE.

An op-ed piece can focus on a national issue, such as unemployment in high-technology industries, and provide a local perspective. Or it may highlight a local issue on which the IEEE has particular technological expertise -- for instance, computers in medical imaging diagnostics, or the benefits of one form of electric power generation over another.



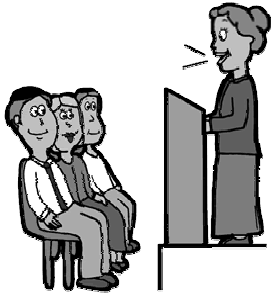
Some newspapers do not accept op-ed articles, so determine the opportunity before writing. If op-ed articles are used, read other op-ed pieces that have appeared in the publication to see how they are constructed.

Many TV and radio stations offer public comment by individuals on a range of issues. A broadcast op-ed article must be very brief and to the point. Stations have established time limits and the statements are usually videotaped for later airing.

OP-ED STYLE AND FORMAT GUIDELINES

- State the single topic clearly in the first paragraph.
- Next, explain the situation and why your opinion makes sense.
- State why you as an IEEE representative are qualified to render an opinion (e.g., "As chair of the local IEEE Consumer Electronics Society Chapter").
- Investigate the publication's submission policy.
- Double-space the text if submitting by mail or fax. If submitting by email, include the text in the body of the message.

Speakers' Bureau



Members making presentations in the community can provide valuable exposure for the IEEE. An IEEE Speakers' Bureau offering expert speakers also performs a community service and enhances the image and reputation of the IEEE.

Civic and professional groups are interested in what other organizations in the community are doing and who they represent. Middle and high schools also offer an opportunity to promote engineering careers. Members can speak on a variety of topics relating to technology and the IEEE.

SETTING UP A SPEAKERS' BUREAU

- Form a small committee responsible for identifying members and the topics they might address. Members with speaking experience should be your first consideration, but seek others who may have an interest.
- Compile a list of topics on which IEEE members can speak and that are interesting to non-technical audiences. The best talk is one on which a speaker has formed his or her own ideas.
- Identify key individuals in local community organizations—presidents, vice presidents and program chairs—and send them personal cover letters suggesting possible topics and offering IEEE members as speakers. Also, publicize the Speakers' Bureau through local community calendars and local organization newsletters.
- Each time an IEEE member has been confirmed as a speaker, be sure to promote it! Prepare a one- or two-page news release in cooperation with the community organization where the IEEE member will be speaking. Emphasize the topic, as opposed to the IEEE speaker. Distribute the news release about a week prior to the engagement.

SPEAKING GUIDELINES

- Know the audience. Check with the host about the age range, education and interests of the attendees.
- Use visuals to help illustrate your points, especially technical explanations.
- Use note cards, a PowerPoint presentation or an overhead projector. Remember to test the equipment on site and ensure the venue has extra lamps for the projector.

- Rehearse thoroughly to help reduce nervousness. Try not to use your notes, the PowerPoint presentation or the projector during the first minute of your presentation.
- Establish rapport with the audience by discussing common interests in the opening remarks.
- Maintain eye contact with the audience throughout your presentation.
- Speak slower in larger rooms because it takes time for sound to travel to the back.
- Avoid using technical terms and acronyms.

OTHER CONSIDERATIONS

Consider having copies of the speech available to hand out after the presentation to members of the audience, and to any journalists present who request it. Always write a letter thanking the host organization for the speaking opportunity and offering IEEE members to speak again.

Television

A local television station may cover a Section or Chapter event as a result of your news release, media alert or pitch letter. Prepare for this by having a spokesperson available even if the station has not confirmed that someone will attend.

WORKING WITH TV REPORTERS

Techniques and tools for working with television news reporters are much the same as for dealing with newspaper writers. However, there are a few differences:

- TV news reporters always look for the visual elements in your story.
- TV news often has tighter deadlines and will have more than one deadline if several newscasts occur each day.
- TV news crews may be more intrusive than a print journalist or photographer at an event.

THE IEEE TECHNICAL EXPERT

In addition to serving as an IEEE event spokesperson, a representative from the Section or Chapter also may serve as a technical expert.

- Contact the assignment editor when a story breaks and provide the names of members who can serve as experts. This is easier if you have already introduced the editor to the IEEE.
- Offer an IEEE spokesperson as a guest on local public affairs programs that feature topics on education, technology or employment, for example.
- Research other types of programs in the local area where it might be appropriate for an IEEE expert to appear.
- Develop strong reasons for the expert's appearance, then, contact the program's producer and offer the IEEE expert.
- Prepare the expert for the appearance.

APPEARING ON TELEVISION

- Practice by videotaping yourself being interviewed. Then, play the tape with the sound off. You will quickly become aware of any gestures or stiffness.
- Know the subject and the points to be made.
- Do not glance at the monitor (if you are in a TV studio) during the interview because it may make you look uncomfortable and nervous.
- Communicate your key points in the first 30 seconds. Any additional time should be spent expanding your basic points.
- Don't wear tinted glasses, and use only glare-proof lenses.
- Sit or stand straight, but not stiffly.
- Wear dark, solid-color clothing and subdued accessories (generally, light-colored shirts and dark suits for men and red or blue colors for women's clothing).
- Use your hands naturally in gestures.

Radio

Radio news is similar in many ways to television, but of course, without the visuals.

- News is broadcast at regular intervals or regularly scheduled hours, and radio stations offer a variety of programs in which IEEE members can participate.
- Use public service time and community bulletin boards (free air time offered by radio and TV stations) to announce meetings and special events.
 - Topics must be timely, offer new information and cover someone or something of local interest.

Call the news director of a local station and learn his or her preference for either 10-second news announcements (about 25 words), 20 seconds (50 words), or 60 seconds (150 words). Write the material as succinctly as possible. The editor may shorten it further, or rewrite it in the station's news style. Also determine the station's preference for mail, fax or email.

- Send a news release of the appropriate word length, using descriptive words that will form images in listeners' minds. Be sure your announcement is of public interest.
- As with television, radio stations may turn to an IEEE expert during a breaking news story or may welcome a guest speaker for a public affairs or talk-show format. These often include call-in segments.
- Develop sound bites that can be used repeatedly.

World Wide Web

Setting up a local IEEE Web site and linking it back to <http://www.ieee.org> provides a fast and effective way to inform members, prospective members and others about local organization activities and the IEEE.

When developing the content for your home page, consider what readers want to know about the IEEE and help make it easy for them to find that information.

When developing a Web site, use the templates available at:
<http://www.ieee.org/web/developers/design/>.

The IEEE also provides Web services for IEEE entities that would like to develop, create and maintain their own Web site hosted on an IEEE server. To register for IEEE Entity Web Hosting, visit
<http://www.ewh.ieee.org/>.

IEEE Entity Web Hosting suggests these “top ten” things to have on a section Web page:

1. Section officers and contact information
2. The history of your section
3. Calendar of events
4. Section newsletter available in PDF and/or HTML formats
5. List of chapters and their contact information
6. List of student branches and their contact information
7. Pages for affinity groups, if applicable (e.g., Women in Engineering)
8. Pages for awards, educational activities and professional activities
9. FAQs
10. Section bylaws available in PDF and/or HTML formats

Appendix A: Special Events Checklist

PLANNING

- Itinerary or operations plan established, approved and distributed
- Committee established
- Theme selected and approved
- Date selected (minimum of conflict with other events)
- Budget prepared
- Location decided
- Hotel rooms, dining spaces, and other meeting spaces reserved
- Menus requested or prepared; submitted for approval

ADVANCE PROMOTION

- Mailing list made
- Distribution schedule set up
- Advance story sent
- Coverage in internal or other special publications

RADIO AND TV COVERAGE

- Invitation issued to cover event
- Arrange in advance the time and place for cameras/lights to set up

INTERVIEWS

- Spokesperson(s) identified
- Press conference or interview set up before or after event, if appropriate

BUDGET ITEMS

- Printing
 - o Invitations
 - o Programs, brochures, flyers, posters, signs
- Mailing costs
- Gifts for donors and participants
- Decorations
- Catering
- Physical location costs
- Parking
- Security
- Identification badges

- Standby buses, limousines
- Photographer
- Audio or video taping
- Musicians

INVITATIONS AND SEATING

- Invitations drafted, approved, printed or written
- Final guest list prepared
- Invitations addressed and mailed (six weeks ahead)
- Acceptances and regrets received and recorded
- Table arrangements for meals planned
- Contact made with staff of dignitaries

TRANSPORTATION

- Determine and arrange for transportation needs
- Assign someone to special visitors and dignitaries

SECURITY

- Determine security needs
- Local state, city, and university police (if appropriate) contacted

RECEPTION AND MEALS

- Time arranged for reception and meal
- Number of settings determined
- Flowers arranged
- Signal to leave reception arranged
- Lectern with lights set up
- Table numbers placed
- Music provided
- Staff notified of any special duties
- Gift procedure planned
- Personnel to meet visitors at specified times and places
- Translators provided if necessary

SPEAKERS

- Fee and expenses set
- Resumes and pictures received
- Itinerary planned and distributed
- Restrictions on press conferences, broadcast rights, etc., made clear

FACILITIES

- Establish facility liaison
- Location of electrical outlets known
- Online access provided
- Rest rooms and cloak room available
- Seats (general and platform) assigned
- Public address system provided
- Audiovisual aids such as screens, charts, easels available

REGISTRATION TABLE

- Appropriate signs (with alphabetical breakdowns)
- Table and chairs
- Pads and pencils
- Laptop computer with printer
- Power supply
- Online access
- Business cards of speakers, contact information
- Printer paper
- Cash box
- Telephone
- Programs and other literature
- Table assignments

ASSIGNMENTS

- Every job assigned and program timing planned
- Schedule distributed to all

ON-THE-SCENE COVERAGE

- Lunch or other tickets sent
- Arrangements made for seats or desks in a press room

PHOTOGRAPHS

- Photos, available in advance, of chair of event; distinguished visitors; etc., for programs and brochures, media and archives

SPEECHES

- Manuscript available in advance. Reproduced and distributed, if necessary.
- Manuscript available at event (on podium)

GENERAL

- Event staffed by public information person
- Wrap-up memo issued to media given time and place

EVALUATION

- Financial accounting completed
- Report compiled
- Thank you notes sent
- Attendance recorded
- Recommendation made on how the next event can be improved

