

國際聯青社世界總會

Y's Men International

公共關係手冊

Public Relations Manual

讓你的光亮起來

Let Your Light Shine



序 言

本手冊是 1998/2000 國際公共關係督導美國的 Shirley Murtaugh 所準備。在此事工她得到下列聯青社友的協助；

- * 1998/99 國際總會長 Erick Kim 創設國際公共關係事工並提供很有價值的資源；
- * 西南太平洋區域 Gardena Valley 聯青社的 Ken Sutton 是一個公共關係專家，他提供非常棒的資料和鼓勵。
- * 前美國洲域長 Bill Ward 擔任編輯顧問，閱讀草稿並指導手冊的內容和型態。

Acknowledgements

This manual was prepared by ISD Public Relations 1998/2000 Shirley Murtaugh of USA. She was helped in her task by the following Y's Men:

- IP 1998/99 Erick Kim who initiated the formation of Public Relations as an International Service for Y's Men and provided valuable resources;
- Ken Sutton, of the Gardena Valley Y's Men's Club, Pacific Southwest Region, a public relations professional who provided excellent resources and encouragement; and
- PAP USA Bill Ward who acted as mentor, read the early drafts and encouraged the content and style of the manual.

Table of Contents

目 錄

引言.....	3
Introduction	4
三個”P”	3
The Three “Ps”	4
形象的重要.....	5
The Importance of Image	6
爲什麼要媒體採訪報導.....	7
Why Media Coverage.....	8
開啓讓媒體報導的秘密	7、9
Unlocking the Secrets of Getting Press Coverage	8、10
新聞稿範例.....	11、13
Sample Press Release	12、14
開啓獲得廣播時間的奧秘	13、15、17、19
Unlocking the Secrets of Getting Air Time	14、16、18、20
獲得閃亮的燈光.....成功的 8 個要訣	21
Gain the Spotlight: Eight Tips for Success.....	22

引 言

沒有人點燈放在碗下面，都是放在燈台上來照亮房裡的每一個人。照樣的讓你的燈照亮在人群前面，讓他們看到你們的好行為而讚美你們在天上的父（馬太福音五章 15-16 節）我們聯青社友體認到注意耶穌這些教訓的重要。這本小冊建議一些我們可以共享亮光的方法。但我們必須先認知這亮光是什麼和光的來源。

很亮的光 -- 如太陽 是不能直視的，我們靠太陽反射的光來看我們的世界，反射的光帶來細節和色彩：豐富了我們所看到的。它把我們周圍真實的美麗呈現出來並照亮黑暗的角落。是的 我們是耶穌要亮起來的光，但我們是祂的光的反射者，這基督的光每一我們做的好事，每一我們供應食、衣、住、安慰或愛的人，每一仁慈和犧牲的行為，是祂榮耀之光的反射。祂要求我們不要蓋住我們的光，不要把我們的好行為藏起來，不要讓我們所反射的基督榮耀的光被保留住，但要讓他在人前亮起來。

讓我們來做吧。讓我們告訴大家我們和 YMCA 是伙伴。讓我們告訴大家有關於我們經過節食運動和 YMCA 一起做的世界各地的發展事工和我們幫助訓練 YMCA 年輕幹部的獎學金基金。讓我們告訴大家我們送了多少孩子第一次去營會。讓我們照亮我們社區的角落並影響其他人跟進。讓我們把我們的燈真正的照亮起來。

三 個”P“

宣傳

Publicity 就是要通知..... 要有效， 必須有一”新聞掛釘”可掛上故事。

推廣〈推銷〉

Promotion，也是要通知， 但它同時尋求提升一特別計畫的活動。 這時經常並沒有”新聞掛釘”，只是期望推動某一事工。

公共關係

Public Relations 是兩者的混合， 加上每天為在社區建立好而有效可加強一個團體的名聲和服務的關係的工作。



Introduction

No one lights a lamp and puts it under a bowl; instead he puts it on the lampstand, where it gives light for everyone in the house.

In the same way let your light shine before people, so that they will see the good things you do and praise your Father in heaven. (Matthew 5:15-16)

We Y's Men realize how important it is to heed those words of Jesus. This booklet suggests several ways in which we can share our light. But first we must recognize what that light is and who is really its source.

A bright light — the sun, for example — is impossible to look at directly. We depend upon *reflected* light from that sun to see our world. Reflected light brings out detail and colour; it enhances all that we see. It shows us the true beauty of our surroundings and lights up the dark corners.

Yes, we are the light which Jesus wants to shine, but we are reflectors of *His* light, the light of Christ. Every good we do, every person we feed, clothe, house, comfort or love, every act of kindness and sacrifice, is a reflection of His glorious light. He asks us not to cover our light, not to hide our good works, not to be reserved about the glory of Christ that we reflect, but to let it shine before people.

So let's do it. Let's tell people we are partners with the YMCA. Let's tell them about our worldwide development programmes in partnership with the YMCA through *Time of Fast* and about our scholarship fund for young YMCA trainees. Let's tell them how many kids we sent to camp for the first time in their lives. Let's brighten the corners of our communities and inspire others to do the same. Let's let our light truly shine!

The Three "Ps"

Publicity

Publicity seeks to inform To be effective, it must have a "news peg" on which to hang a story.

Promotion

Promotion, too, seeks to inform, but it also seeks to "promote" activity on behalf of a special project. Quite often there is no "news peg", just a desire to get a programme under way.

Public Relations

Public Relations is a combination of the two, plus day-to-day activities designed to build sound and productive relations in a community that will enhance a group's reputation and its ability to serve.



形像的重要

啟發

震撼力

想像力

形象

主意

“我”的力量

形像由我開始。形像是一個印像，一個想法。形像激動想像力。我如何能在社區加強我們的形像？

我能.....

- 在公共場合都佩帶我們的徽章。
- 在聯青社的大會，社的會議和活動都穿著社襯衫，夾克或毛衣。
- 參加其他社團會議時穿著聯青社服。
- 買並穿聯青皮帶環，手錶和其他有聯青標誌的飾品。
- 在汽車橫槓，車窗或車牌合法的貼聯青標誌。

在 YMCA 我的社可以.....

- 在建築物外面展示聯青標誌
- 在 YMCA 大廳永久展示聯青標誌和聚會時間，日期和地點。

- 在 YMCA 刊物架上放置聯青社簡介和社刊。
- 確定在服務櫃檯有聯青社活動介紹，時間和地點。

我的社可以.....

- 在社區入口合法的陳列國際聯青社標誌，社名，和聚會時間，日期，地點。
- 在活動地區放置聯青社標誌和社名
- 和本地其他公益社團合作或協助辦活動
- 在本社週年慶要求地區政府宣布為“聯青社日”以認知本社團
- 在教會強烈支持“聯青禮拜日”穿聯青服裝：在講壇附近陳列聯青旗飾：在禮拜後交誼時間準備點心：放置聯青簡介。
- 製作我們社的紀念冊包括相片，獎品，文章，證件等等，將相片簿展示在適當場合。

我 I

可以用我的想像力 **Imagination**
提出更多主意 **Ideas**
去啟發 **Illuminate**
和增進 **Improve**
我的聯青社的形象 **Image**
會對我們的將來產生重大的震撼 **Impact**

The Importance of Image

Illumination

Impact

Imagination

Image

Ideas

The Power of "I"

Image begins with I. Image is an Impression, an Idea. Image excites the Imagination. How can I enhance our Image in our community?

I can

Wear my Y's Men's membership pin whenever I am out in public.

Wear my club shirt, jacket or sweater to every club meeting and project and to every Y's Men's Convention.

Wear my Y's Men's clothing when I attend other community meetings (Rotary Club, Chamber of Commerce, etc.).

Buy and wear a Y's Men's belt buckle, watch and other logo jewellery.

Identify my car as that of a Y's Man with a logo bumper or window sticker or licence plate holder if legally allowed.

At the YMCA my club can

Display the Y's Men's logo on the exterior of the building.

Permanently display the logo with meeting dates, times and location in the YMCA lobby.

Keep the YMCA pamphlet rack stocked with Y's Men's literature, including the current newsletter.

Ensure that the front desk has information, times and locations of special Y's Men's projects and events.

My club can

Display signs with the Y's Men International logo and club name at the entrances to our community with meeting date, time and location if legally allowed.

Identify our project sites with our club name and Y's Men's logo.

Collaborate with other local service clubs through joint projects or giving a helping hand.

Ask for recognition from our local government through a proclamation of "Y's Men's Day" on our club's anniversary.

Strongly support "Y's Men's Sunday" at church: wear Y's Men's clothing; display our club banner near the pulpit; provide refreshments for post-service fellowship; have literature available.

Keep a permanent record of our club with an album of pictures, awards, articles, recognitions, etc. Display the album at appropriate functions.

I

can use my Imagination

for more Ideas

to Illuminate

and Improve

the Image of my Y's Men's Club. That will have a great Impact on our future!

為什麼要媒體採訪報導

五個理由：

- 它會向你們的 YMCA 和社區描述你們社的活動。
- 它會認識和曝光你們的社友。
- 它會讓更多人認識聯青社並增進你們的公共形象。
- 它會增進聯青社友的榮譽心並貢獻一個精悍，踴躍參加的服務社團。
- 它會鼓舞社友的增加，豐富你們基金籌募等活動並增加出席人數。



開啟讓媒體報導的秘密 四個重要步驟



一 進入的方法

你的社長應指派一公共關係委員會。委員會主委需有本地所有報紙，雜誌和廣播電台，電視台名錄，包含電話和傳真號碼，網址和適當人員的名字。只要一通電話到任何媒體的總機就能得到報導服務社團新聞的記者或編輯的名字。

其次，委員們應開始培養和這些記者的關係。任何有新聞價值的事件都告訴她們。例如：“我傳真給你一則本社社友被指派為區域幹部的消息。如能報導出來我們將很感謝。”這一步對於成功的獲得積極的新聞報導是很重要的。

公共關係委員會最少應和兩個關鍵新聞資源保持連繫。第一個是你的主要城市區域報紙或城市新聞報導人員。服務社團的新聞經常報導在這些報紙的特別欄位，如地方新聞欄，義工專欄或社會新聞。如此，報導此欄位新聞的記者就是要聯絡的人。第二個有價值的新聞資源是郊區或本地週報，此種報紙通常比大報對服務社團的活動報導的更多和更深入。要熟知這些報紙的截稿時間，特別是本地社區報紙。

me-dia / m'-d'-c (L) *n. pi* the means of mass communication, such as newspapers, radio, television, internet.

Why Media Coverage?

Five reasons:

- It will illustrate your club's service to your YMCA and the community.
- It will recognize and highlight your members.
- It will magnify Y's Men's identification and improve your public image.
- It will instill pride in being a Y's Man or Woman and contribute to a dynamic, well-attended service club.
- It will generate additional members and enhance both activity and attendance at your fund-raising events.



Unlocking the Secrets of Getting Press Coverage Four Key Steps



1. Access

Your Club President should appoint a **Public Relations Committee**. The committee chairperson needs to compile a list of local newspapers, journals and radio and television stations, complete with telephone and fax numbers, e-mail addresses and the names of appropriate personnel. A simple phone call to the switchboard of any news medium will get you the name of the reporter or editor who covers Service Club news.

Next, the committee members should set out to **cultivate relationships** with these reporters. Call them about any newsworthy press event. Example: "I am faxing you a press release covering the appointment of one of our club members to a regional position. We would appreciate the publication of this item." This step is crucial to successfully generating positive news coverage. As a minimum, the Public Relations Committee should keep in contact with **two key newspaper resources**. The first is the city desk reporting staff of your major metropolitan/regional newspaper. Service Club news is often covered in a special section of these newspapers, such as the local news section, volunteer activities column or in the social news. In this case, the section news reporter is the person to contact. The second valuable newspaper resource is the weekly suburban/local paper, which normally covers more Service Club events and in greater depth than larger papers. Become familiar with the deadlines of these papers, especially the local community press.

二 創造一個值得報導的活動和照相的機會

首先，聚焦在一個特殊的聯青社活動，如對社區有明顯貢獻的基金募集或義工活動。例如你可選擇你門社的節食運動餐聚或妳們的”創造不一樣的一天”活動。然後，準備好此活動的精采說明書和主要參與人員名單，最少一個月前邀請記者和攝影師參加。

媒體記者們尋求良好視覺效果和精采活動的好照片。你們必須有一個有經驗熟知聯青運動和你們活動的發言人，並準備好新聞資料袋{看下面第三點}。

假如你是你門社的發言人，為達到新聞採訪的效果請參考下列指導原則：

- 不要太敬畏媒體人：他們必須添滿他們的篇幅或時間而你是他們的新聞來源。
- 要有充足資料，發言確實，樂觀而積極。
- 發表聲明要簡單明瞭。
- 以堅定的信念結束訪問。

三 保持聯絡

一年最少四次發表一頁新聞。

這些新聞發表會提供活動，選舉或提名，基金籌募，特殊訪客等等的消息。



新聞或消息發表

應該印於你們的信紙。應包含五個 W ----Who 誰，What 什麼事，When 什麼時間，Where 什麼地點，Why 為什麼

- 在信頭下面寫上”請立即發表”或”請在-----之前發表”
- 其次是 聯絡人{你}的姓名，電話和郵件地址。如記者有問題才能連絡。
- 為你的故事寫一簡單的標題。
- 保持你的新聞內容簡單明白切中要點----一頁最好。如多於一頁，記得每一頁要有日期，標題和頁數。
- 新聞文字每行間隔應加倍以利媒體編輯。
註：在你的故事裡多提幾次聯青社。研究指出在任何的報導中組織的名字如出現三到四次會加強人們的印象。
- 可用不同方法表示你故事的終了。在結束記號之後你可加上”附相片”或其他相關訊息。
- 照片應在背面清楚的用記號筆由左至右寫上所有的名字。注意不要用會污染紙或相片的筆。

好主意：在發出你的新聞之前先打電話確認相關記者的名字{人事可能變動}，解釋有發新聞給他並請他們慎重考慮。然後在該活動之後，安排一簡短的訪問給他們作成果的簡報和提供活動照片。



2. Creating a Press Event and Photo Opportunity

First, focus on a particular Y's Men's event, which can be a fund-raising or volunteer activity that contributes significantly to the community. For example, you can choose your club's Time of Fast meal or your "Make a Difference Day" activity. Then, along with a dynamic description of the activity and names of notable people who will be involved, ask at least a month in advance of the event for a photographer and reporter to attend.

Media representatives are looking for a visual backdrop and lively activity for good photos. You must have a spokesperson available who is experienced and knowledgeable about Y's Men and your cause. And you must have a press kit available (see Key 3. below).

If you are your club's spokesperson, follow these guidelines for effective news interviews:

- Do not be overawed by media people; they need to fill pages or time slots and you are their source.
- Be informative, factual, positive and optimistic.
- Use short and concise statements.
- Close the interview with conviction.

3. Communicating

Send out a one-page press release at least four times a year. These press releases will provide information about events, elections or appointments, fund-raising activities, special visitors, etc.



The Press Release

The press release, also called a news release, should be on your club letterhead. It should include the five Ws — Who, What, When, Where and Why.

- Below the letterhead write "**For immediate release**" or "**For release before**"
- The name, telephone number and e-mail address of the **contact person** (you) should be next. This is essential in case the reporter has questions.
- Write a simple **headline** for your story.
- Keep the body of your release concise and to the point — **one page is always best**. If there are more, be sure to label each page with the date, headline and page number.
- Text should be **double-spaced** to allow for media editing.
Tip: Mention the name Y's Men several times in your story. Research shows that identification is enhanced if the organization's name appears three to four times in any promotion.
- There are varying ways **to signal the end of your story**. You may use any of these symbols: ###, ***, - ooo - or just - End -centred at the bottom of the page. After the symbols you may add "Photo(s) enclosed" or any other message necessary to tie things together.
- **Photos (black and white or colour) should be clearly marked** on the back with full names left to right. Use a marking pen; others will indent the paper, spoiling the photo.

Good idea: Before sending off your release, first call to verify the name of the appropriate reporter. (Personnel assignments change.) Explain that a news release is being sent and ask that they carefully consider it. Then, after the event, schedule a short visit to give them a press release about the outcome and perhaps a photo of the event.



新聞稿範例

Y's Men International 國際聯青社
Northeast Region 東北域區



請聯絡:

John Smith 約翰史密斯

公共關係督導

住址: 123 Southdown Road Ashwood, AIB C2D

電話和傳真: (0222)9876543

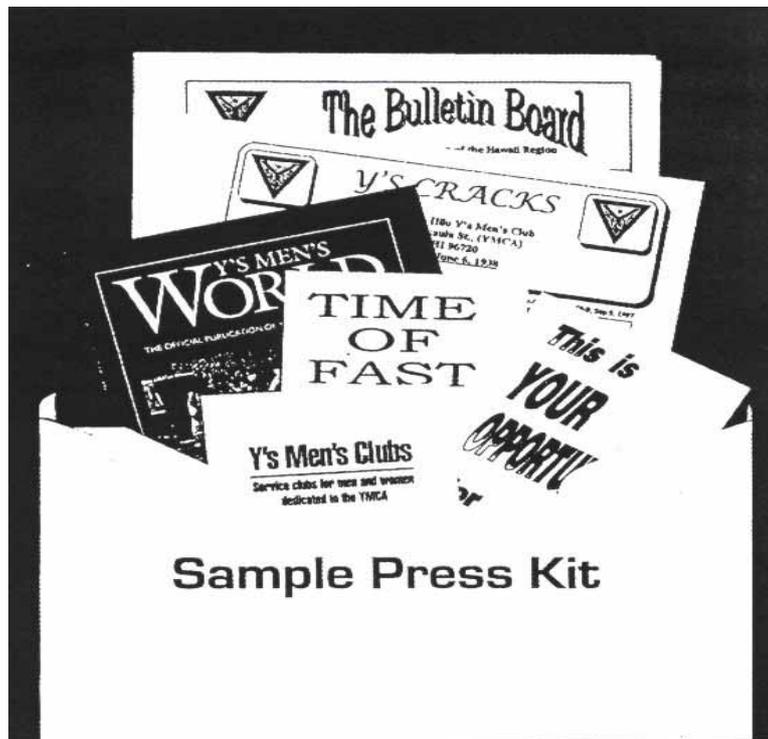
E-mail: josmith@hotmail.com

請即發佈

國際社團任命 Ashwood 的居民擔任世界職位

Ashwood 的 Mary Turner 女士已被任命為國際聯青社的國際議員，一個有 75 年歷史和 YMCA 有夥伴關係的世界性服務社團。在 Ashwood 聯青社超過 20 年的活躍社友，她在本社和 Northeast 區域都擔任過各種職務。Turner 女士是一位學校教師，目前擔任 Ashwood 高中校長。在她的國際總會職位將和來自世界各洲域人士共同努力推展聯青運動和 YMCA 於世界各地。她是第一位加拿大女性擔任此職位。Turner 女士將於 2000 年 7 月 1 日就任，任期 2 年。

為每一特別活動準備一新聞資料袋。資料袋應有介紹聯青社友的背景資料，可包含社、區域或洲域新聞信，國際聯青社簡介和你的社最近所得到的獎項或推介。並請參考我們的網站 www.ysmen.org。當記者們來到現場，公關主委應歡迎並給每位一個新聞資料袋，加上本次活動的特別資料。



Sample Press Release

Y's Men International

Northeast Region



Contact:

John Smith

Publicity Director

123 Southdown Road

Ashwood, A1B C2D

Phone & Fax: (0222) 9876543

E-mail: josmith@hotmail.com

For immediate release

International Service Club Organization Appoints Ashwood Resident to World Post

Mary Turner of Ashwood has been appointed an International Council Member of Y's Men International, a 75 year old service club in partnership with YMCAs everywhere. An active member of the Ashwood Y's Men's Club for over 20 years, she has held a variety of local offices as well as positions in the Northeast Region. Ms Turner is a school teacher by profession and at present is Principal of Ashwood High School. In her International post she will be working with people from all continents to promote the efforts of Y's Men on behalf of YMCAs the world over. She is the first woman ever from Canada to hold the position. Ms Turner will assume office on 1 July 2000 and will serve for a period of two years.

Prepare a **press kit** for special events. A press kit consists of background material about Y's Men, who we are and what we do. It can include recent Club, Region or Area newsletters, a fact sheet or brochure about Y's Men International and a list of recent awards or commendations earned by your club. Reference should be made in it to our official web-site: www.ysmen.org. When reporters arrive at the event, the Public Relations Chairperson should greet them and give press kits to each. Press kits are in addition to any material specifically about the event.



在第一時間寫信給你的記者朋友，感謝他們採用你的故事。在信裡記下文章的好欄位，報導的完整性和對你門成功活動的影響。



四. 堅持

堅持是所有成功銷售（包括公關）的必要因素。有些推銷員在被可能買主拒絕幾次後就不再嘗試。但專家告訴我們他們可能需要嘗試五次以上才能成功。這意味著可能須要拜訪或電話五次才能引導記者注意到你的聯青社故事。假如你還不成功：請教你的記者為什麼不報導你的故事。大部分都樂意給你將來增加機會的建議。



開啓獲得廣播時間的奧秘 四個重要步驟



擁有最多的聽眾廣播業，對於像國際聯青社這種公益社團有無可比擬的機會。

事實：廣播沒有提供廣播時間給任何團體的義務，但所有電台都以她們提供公共服務的紀錄為傲。

如何讓電視和電台播出你們的消息？就像大部分事情，有正確和不正確的作法。這一章的信息是直接由廣播業提供的。所有聯青社團都可引用來正確的做此事工…並避免跌落許多人碰到的陷阱。

知道有什麼

要成功你要知道電台可以提供的各種幫助。公共服務廣播有下面兩大類：

節目類

特殊的：訪問、專題或團體討論、表演等等，連續或一次播出。

片段的：類似但比較短插播在其他節目中的。

Write a letter of thanks at the first opportunity to your media contacts, thanking them for using your story. In the letter, note the favourable position of the article, the thoroughness of the coverage and the impact of the story on your successful event.



4. Persistence

Persistence is a key ingredient of all successful marketing (which includes public relations). Some salespeople are reluctant to continue pursuing a possible buyer after a few rejections. But experts tell us that they may have to ask up to five times before they are successful. This means it may take five visits or phone calls to direct the reporter's attention to your Y's Men's story. If you still fail: Ask your contacts why they did not print your story. Most are glad to be of help with suggestions to improve your chances in the future.



Unlocking the Secrets of Getting Air Time Four Key Steps



The broadcasting industry, with the largest audience ever known, offers unparalleled opportunities for organizations such as Y's Men International who are working for the public good.

Reality. Broadcasting has no obligation to grant air time to any group, but all stations pride themselves on their record of service in the public interest.

How do you go about getting your message on radio and television? Like most things, there is a right way and a wrong way. The information in this chapter comes directly from the broadcasting industry. It has been adapted to help all Y's Men's groups do the job properly . . . and avoid the pitfalls into which many have tumbled.

1. Know What is Available

To be successful you should know the various ways a station can help. Public service broadcasting falls into two broad categories:

Programmes

Specials: Interviews, panel or group discussions, demonstrations, etc., in either a series or in a one-time-only presentation.

Segments: Similar but shorter presentations which are inserted as "participating" features of other programmes.

其它方式的播出

場 所：在轉播日作數次簡短的廣播。

個人場合：由上節目的個人如唱片師或婦女節目主持人宣告。

新 項 目：本地正常新聞節目裡小故事報導有新聞價值事件的
時、地、人和活動內容。

社 論：電台播放代表該台經理人對社區活動或計畫的觀點。

如果你的團體持有不同意見，你們的發言人可能可以在節目中加以反駁。



必要的第一步

各電台的設備和可能時間差別很大。打電話給節目部經理（在首先安排好面會之後）看看是否有公共服務時間，如果有，該台提供的節目是什麼形式。較大的電台會有公共服務經理或社區服務經理。

一個好的基本原則：瞭解你們的電台和她們的節目。首先要聽或看本地的節目，如此當你打電話時知道你所說的是什麼。

2. 了解你自己

什麼……誰……如何做

如要你的聯青信息有效，在你找本地電台前你就應該有下列關鍵問題的答案：

什麼是你的信息？你對你想得到的基本想法是否確定

誰應接收到你的訊息？是否能引起大量的聽眾和觀眾的興趣？能否針對那些你最想接觸到的？

如何將你的信息做最好的播放？是否對大眾提供足夠的興趣給一個特別節目？一個簡短的宣告是否能達到同樣的目的。

你給這三個問題的答案，特別是什麼是你的信息，對於你是否能成功的得到免費播出時間影響很大。

3. 知到現實情況

重要：在電視或電台的公共服務宣告必須是為非營利團體。此外，沒有時間可以給於賓果團體、彩卷或任何形式遊戲的宣傳。

競爭非常劇烈

廣播業者面對許多免費公共服務時間的要求不是所有的申請都可得到時間。一天裡面不可能有足夠時間滿足所有的申請。一個電台的产品是她們的播出時間，而播出時間如有新的資料出現無法像報紙那樣增加時間。為增加你自己得到公共服務時間的機會，要確定：

- 你的信息是重要和廣泛有趣的
- 是以最好的方式 播出

合 作

所有的節目都需要和電台合作。團隊合作是任何演出成功的關鍵。

- 要預備好確實資料和可運作的原則。不要以模糊的泛泛言論來浪費她們的時間。

Other On-Air Exposure

Spots: Brief announcements made at various times during a broadcasting day.

Personality Spots: Announcements by on-the-air personalities such as disc jockeys or directors of women's features.

News Items: Short stories which are included in regular local newscasts and give briefly the who, what, when, where and why of a newsworthy event.

Editorials: Statements prepared at the station which present the station management's viewpoint on community programmes and projects. If your organization holds an opposite view, your spokesperson may be entitled to an on-the-air rebuttal.



A necessary first step

Time and available facilities vary widely from station to station. Call on the **Programme Director** (after first arranging for an appointment) to find out if public service time is available and, if so, the types of programming the station offers. A larger station will have a Director of Public Services or Director of Community Services.

A good basic rule: Know your stations and their programmes. Listen to or watch local shows first so you will know what you are talking about when you call.

2. Know Yourself What... Who ... How

If your Y's Men's appeal is to be effective, you should have the answers to these key questions even before you contact your local station:

What is your message? Are you sure of the basic idea you want to get across?

Who should receive your message? Is it of general interest to a large number of the listening and viewing audience? Can it be tailored to those you most want to reach?

How can you best put your message across? Does it have enough general interest for a special programme? Would a brief announcement serve just as well?

Your answers to these three questions, particularly on the what of your message, will largely determine your success in getting free air time.

3. Know the Realities

Important: Public service announcements on radio and television must be on behalf of nonprofit organizations. In addition, no time can or will be given to promote bingo parties, lotteries or games of chance in any form.

Competition is tough

Broadcasters face a huge demand for free public service time and not all appeals can be honoured. There just aren't enough hours in a day to satisfy every request received. A station's "product" is its air time, and air time cannot be expanded, the way a newspaper can, if extra material turns up.

To enhance your own chances of getting public service time, make certain that:

- Your message is important and of widespread interest;
- It is presented in the best possible form.

Cooperate

All types of programming require cooperation with the station. Teamwork is the key to success in any venture.

- Be prepared with specific facts and workable ideas. Don't waste their time with vague generalities.

- 接受建議。 不要忘記你將和專家一起工作。
- 保持在電台的規範內。 不要請求特殊處理或改變。
- 先錄製好可能是你最好的選擇。 在雙方方便的時候先做好，然後在比較喜歡的時段播出。可以播出好幾次，如需要，可配合播出時間的長短編製。

預定拜訪時間



電台工作者可能比大多數人的時間壓力大。 不要突然拜訪。 先打電話看什麼時間適合你拜訪。

要準時



當採訪或播出時間安排好，一定要準時。時鐘不等任何人。由於你遲到而必須取消的約會或播出很可能是你的最後一次。

一些重點

- 儘早提供廣播內容給節目主管。10 天前並不會太早。
- 儘早提供新聞給新聞部主管，儘可能在一週前。
- 所有稿件應打字並加倍空間，紙張打字一面就好。第一頁往下三分之一處開始。預留寬闊空間。
- 提供如要求之拷貝份數。
- 每一份上面都要有聯青社名（社？區域？地區？）和你自己的姓名、地址、電話號碼和網路地址以便連絡。
- 列出你們廣播事件的全部事實，是什麼，何時，何地，是誰和為什麼。一定要註明廣播開始和結束的日期，

如：’用於 5 月 4 日至 5 月 8 日’，不可’星期一到星期五’。

- 寫下所有的廣播內容---比寫給只用看的內容要活潑一點。可照會話方式寫出。一個好原則：要活潑但不要隨便。
- 提供任何被訪問者的簡介，包含 6 到 8 個重點。如果名字不好念，請加以註記。

如用廣播



- 播出時間是 10 秒（25 字），20 秒（50 字），或 60 秒（150 字）。
- 用簡單明瞭可敘明事實、形狀和顏色的詞句。廣播只能到達耳朵，聽眾必須能以他/她們的心聽出你要創造的圖畫。
- 提供幾份清楚的文稿。不要用複寫或任何皺皺的紙張。

如用電視



- 請教節目或新聞主管利用幻燈，影片或照片播出信息的可行性。
- 確定準備的文稿配合幻燈，影片或照片的播出
- 你的講稿要比廣播的速度稍微慢一點。標準的電視廣播是 10 秒（約 20 字）20 秒（40 字）和 60 秒（125 字）
- 準備每 10 秒一張幻燈片，20 秒兩張……

記住攝影師大都喜歡有幻燈片。專家可以用很低的費用製作出來。

- Accept suggestions. Don't forget you will be working with experts.
- Stay within the station's format. Don't ask for special treatment or changes.
- Taping in advance may be **your** best option. It can be done when mutually convenient, then aired at a more desirable time. It can be aired a number of times and, if necessary, edited to fit the available time.

Make appointments



People who work in broadcasting are probably more pressed for time than most. Don't just drop in unannounced. Telephone first to find out when it would be convenient for you to visit.

Be on time



Once an interview or an on-the-air appearance is arranged, be on time. The clock waits for no one. An appointment or appearance that has to be cancelled because you are late might well be the last one you get.

Now for some HOT TIPS

- Submit all text to the programme director as far in advance as possible. Ten days would not be too soon.
- Get news releases to the news director as early as you can, a week in advance if possible.
- Type all text and double space, using one side of the paper only. Start a third of the way down the first page. Leave wide margins.
- Provide extra copies as requested.
- Put Y's Men's name (Club? Region? Area?) and your own name, address, telephone number and e-mail address as contact at the top of each item.
- Give all the facts, the what, when, where, who and why of your event. Be sure to give specific starting and ending dates for

broadcasting, e.g., "Use between May 4 and May 8," not "Monday through Friday."

Write all text for the voice — a bit more informal in style than copy written only for the eye. If you normally use "don't" in conversation, write it that way in your script. A good rule: Be informal but don't be too casual.

Provide a biographical outline of any person to be interviewed, along with six or eight points to be covered. If the name is difficult to pronounce, give the phonetic spelling. *Example:* Murtaugh: Mer'-taw.

For Radio

- Time announcements to run 10 seconds (25 words), 20 seconds (50 words) or 60 seconds (150 words).
- Use simple, descriptive words that form pictures and give dimension and colour. Radio reaches only the ear and the listener must be able to see in his/her own mind the picture you are trying to create.
- Submit several clear copies of your material. Do not make carbon copies or use onionskin or any other paper which rustles.

For Television

- Check with the programme or news director about slides, films and photographs which can be used to demonstrate your message.
- Make sure text written to accompany such visual aids fits with the slide, film or photo shown.
- Time your text for a little slower pace than for radio. Standard announcements for television run 10 seconds (about 20 words), 20 seconds (40 words) and 60 seconds (125 words).
- Provide one slide for each 10-second spot, two for a 20-second spot, etc.
- Keep in mind that slides are preferable in most cases to photographs. They can be made professionally at minimum cost.

- 如果使用相片，使用霧面印出的，因光滑的會反射攝影棚燈光。
- 如想要保留觀看的資料可以要求取回，否則會被丟掉。

當你快要播出前

電台會要你以最佳的聲音和外貌出現。

不管你是現場播出或是錄影，你會得到有用的建議而你的合作會得到欣賞。

譬如 . . .



廣播時

你會接到如下的指示

- 距離麥克風的適當距離
- 如何掌握你的稿件使發出最少的聲音
- 如何避免發出不必要的聲音，譬如拿下叮噹响的手鐲等等



電視播出時

個人的外觀對你的成功播出是非常重要的

- 穿著柔軟，淺色或中色衣服。避免對比強烈的色彩或圖樣。如果適當可穿著聯青社背心
 - 珠寶飾品要簡單。珍珠或鈍色金屬飾品比閃亮的珠寶不會反光。男仕可能需要在禿頭上或特別油質的皮膚上塗一點粉。化妝隱藏大的陰影是需要的。(在攝影棚職業化妝師會幫你化妝)
 - 女士應避免濃粧和太多的脣膏。
 - 不必擔心眼鏡。如果你的眼睛習慣戴眼鏡，不帶你會表現的不自然。攝影棚工作人員會安排避免刺眼的強光。
- 播出時和導演及現場指導配合。記得在演出時她們可能給你手勢指導你的演出速度。



4. 雙向溝通

不要忘記你自己公共關係的價值

要求你們本地的電視或廣播電台在你們的聯青社聚會提供講師。越來越多的電台會鼓勵並歡迎你們的邀請。你們會彼此認識更多: 此種溝通交往是公共關係最好的傳統。

事實: 只要你為任一計畫購買媒體廣告，你可能再也不能期望任何媒體給你免費時間或空檔。堅持免費公共服務貢獻或準備廣告預算……兩者不可兼得。

感謝的話

在你的廣播播出之後，記得寄感謝信給電台工作人員感謝她們對你的幫助。此種謝函會加強你們的關係和增多將來取得公共服務時間的機會。



記得讓她們知道你收到的任何回應。電台對於回應非常有興趣。

- When photographs are used, mat or dull-surfaced prints are preferable as glossy prints reflect studio lights.
- Request the return of your visual material if you want to preserve it. Otherwise it may be thrown away.

When you are about to go on the air

The station will want you to sound and look your best. Whether your appearance is live or recorded, you will be given helpful suggestions and your cooperation will be appreciated. For example



On Radio

You will receive instructions as to

- The proper distance from the microphone;
- How to handle your script with the least possible noise;
- Ways to avoid unnecessary noise, such as removing jangling bracelets, etc.



On Television

Personal appearance will be of vital importance to the success of your presentation.

- Wear clothes of soft, medium or pastel colours. Avoid sharply contrasting patterns and colours. Wear your Y's Men's jacket if it is businesslike.
- Keep jewellery simple. Pearls and dull-finished metals reflect less light than sparkling and highly-polished jewellery. Men may require a little powder on a bald head or if the skin is exceptionally oily. Makeup is advisable to hide any heavy shadows. (Makeup will be done in the studio by a professional makeup artist.)
- Women should avoid heavy makeup and too much lipstick
- Don't worry about glasses. If your eyes are used to glasses, they will react unnaturally without them. The studio crew will arrange lighting to avoid any glare. Cooperate with the director and floor managers during your appearance. Be aware that they may give you hand signals during the show to guide the speed of your presentation.



4. It goes both ways

Don't forget the value of your own public relations

Ask your local radio or television station to provide a speaker for your Y's Men's meeting. More and more stations are encouraging this outreach and would welcome an invitation. You will both learn a great deal about each other; such cross-communication is in the best tradition of public relations.

Reality: Once you have bought media advertising for a project, you cannot expect any media to give you free time or space, perhaps ever. Stick with free public service contributions or prepare an advertising budget — not both.



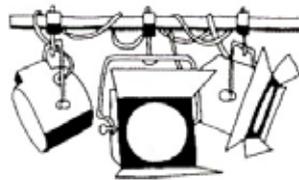
A word of thanks

After your presentation has been made, you should send letters of thanks to station personnel in appreciation of the help they have given you. Such expressions strengthen relationships and enhance your chances of getting public service time in the future.



Be sure to let them know of any reactions you receive. The station is vitally interested in the response.

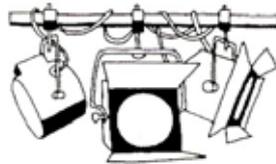
獲得閃亮的燈光 成功的 8 個要訣



1. **知到什麼有新聞價值。** 例如: 聯青社長訪問, 捐贈儀式, 新社成立, 社區服務基金募集活動, 頒獎, 聯青幹部選舉或就任。
2. **和你們本地新聞的記者見面。** 邀請她們到你們的聯青社聚會。決定打電話討論即將到來的新聞發布的最好時間。在訪問前建立關係。常常更新你的新聞名單讓你找對發布新聞的人。
3. **保持聯絡。** 每年最少發佈 4 次新聞可以容易的利用本要訣第一點。
4. **編輯一套新聞手冊。**
5. **要簡明而正確。** 在訪問中, 回答問題要簡短而且知道 募款所得和回饋社區的金額。
6. **永遠保持樂觀而積極。** 避免消極。例如...問題; 你們的社友數有降低嗎? 回答; 我們正針對社區的商界人士擬訂社友擴展計劃, 如要知道更多我的電話號碼是.....
7. **在訪問前一定要先打電話確認。** 如時間需要改變要盡量配合。
8. **事後記得寄感謝函給記者或電台經理感謝他/她的配合,** 如合適, 幫忙你做成功的播出。

Gaining the Spotlight

Eight Tips for Success



1. Know what is newsworthy. *Examples:* Y's Men's Presidential visits, cheque presentations, new clubs, community fund-raising activities, awards, elections and appointments to Y's Men offices.
2. Meet your local news reporters. Invite them to your Y's Men's meeting. Determine the best time of day for you to call to discuss an upcoming press release. Establish a relationship before an interview. And update your press list frequently to get your release to the right person.
3. Keep in contact. Sending out a minimum of four press releases each year is easy using the suggestions in Tip No. 1. Releases should catch the attention of the news editor or director in 15 seconds.
4. Compile a press kit.
5. Be concise and accurate. During interviews, give short answers in response to questions and know the figures for money raised and returned to the community.
6. Keep optimistic and positive always. Avoid the negative. Example — Question: Has your membership declined? Response: We are developing a targeted membership drive of business people in the community and my phone number for more information is
7. Always call to confirm an interview beforehand. Be agreeable if a time change is requested.
8. Always follow up with a letter of thanks to the reporter or the station director for his/her courtesy and, when appropriate, their fine coverage of your event.

廣播和電視稿本和其他發佈新聞之資料可向公共關係國際督導或 國際總會索取

Sample radio and television scripts and additional sample press releases are available from the International Service Director for Public Relations and/or International Headquarters.

Mar 2007

〈大僑社劉清武翻譯〉

〈中英編輯中正社馬榮華〉