



Tips for Young Farmer Leaders



Running a Successful Club

Publicity Officer



Welcome to running **Successful Clubs – Tips for Leaders**

- a guide to help you run a strong and successful Young Farmers Club.

The first thing to be said is

THANKYOU

*for your willingness to put time into your local Club.
Your dedication to the job is greatly appreciated.*

We recognise that the Publicity Officer's job is very important to a successful club so we have put together this handbook which should help you in your leadership role. Please take the time to read the following guidelines and put into practice the suggestions.

The guidelines and advice compiled here is the collective wisdom of different members of successful Young Farmers Clubs, gained from making a Club work for the needs of the members.

Having fun is the core to a successful Club because people like participating in things they enjoy, so always look to run Club events that the members want to do!!

It sounds basic but this is a key to your Club's success.

Now it's over to you to run your Young Farmers Club to the best of your ability.

**Remember work as a team because we're all in it together....
enjoy!**

The Clubs are the Building Blocks of the Organisation

NZYF is a great organisation to be part of. It provides many opportunities: having fun, making friends, advancing your career, improving your skills, winning great prizes, traveling overseasjust to name a few.

These opportunities are huge, but most of the action happens at the club level. This is because the clubs are the engine room of NZYF. This is where people hang out, share a pint, yarns are traded and lifelong friendships are formed. The clubs are where the fun starts and people connect.



So, NZYF is all about fun and friends. Doing stuff that interests the members and having fun along the way. Doesn't that sound all too simple?

Well, it isand it isn't!

Things don't organise themselves so in order to have club activities somebody has to take the plunge and commit to organizing them. This can be quite challenging for some and deadly simple for others, but rewarding for all.

So to make life as easy as possible for all, we have drawn up these guidelines for club organisers to fast track your learning and help you get into the organising groove without tears and stomping feet.

Basically each club needs someone where the buck stops. This is the Chairperson. They are the person who can be contacted about any general aspects of the club life. However, they do not do all the organising work in the club that is a group effort.



Then there is the secretary, who keeps note on the club activities. Next is the treasurer, who does the banking and keeps control of the finances. There are a few other people involved but these three are the main players in the clubs life.

It's not a complicated affair so look at the guidelines below, follow the tips and go for it!

Remember work as a team cos we're all in it together.... enjoy!

PUBLICITY OFFICER

Why your Club does needs publicity?

- Publicity is the key to communicate the success of all Club activities and events.
- To achieve publicity, interesting reports and articles, accompanied by appropriate photographs need to be regularly submitted to local newspapers. The media can then publicise to your community what NZYF has to offer.
- Remember a Club can't expect support if the public is unaware of its activities.
- If the wider community is aware of what your Club does, you will receive support and encouragement for others to join in.
- You must promote your Club and what better way than to publicise your activities in a positive manner regularly.

Role of Publicity Officer

These guidelines have been prepared to help you be the best Publicity Officer your Club has ever had. Remember - these are guidelines only. It is up to each Publicity Officer to decide which activities are chosen to best promote his/her own Club, or District.

How to use the Media?

Newspaper

- **Introduce yourself** - Your first job is to make yourself known personally to the editor of your local paper and let them get to know you. Give them the name of your organisation, your name and contact details (day and night) so they know exactly who to contact.
- **Regular contact** - Let the editor know that they can expect regular articles and reports from you.
- **Club officers list** - Give the editor a list of the Club officeholders. You could also give them a mug shot photo of the new Chairperson and some background information, so that the newspaper has these on file, if and when they are needed
- **Deadlines** - Ask about deadlines. Find out what day and time material needs to be in by. Become familiar with these times and observe them.
 - * Make sure your stories are in to the editor at least 24 hours before the paper's deadline whenever possible.
 - * Always inform the editor of an activity or meeting, at least a week ahead of time - it may be a story in itself.

- **An advance story** - Much of the time you can give your story to the editor before it happens. You can inform them of an activity or event that is on with the date and venue.
- **Cancellations** - If for some reason an event is cancelled or postponed, it is your responsibility to notify the editor as soon as possible.
- **Advertising** - Advertise and report on your Club's activities regularly in the press.
* Some newspapers have a community notice boards section - use this to promote the dates of your meeting and other events.
- **Invitations** - Put your Club '*on the map*' by holding some carefully planned activities; extend invitations to neighbouring Clubs (not only NZYF Clubs) and to the general public.
* Invite a representative from the media to some of your activities. Ensure that these are well planned, well supported and that they start on time.
- **Work with the Media** - The newspaper people will appreciate you making the effort to gain an understanding of how they work, the pressures they work under and the standards they must meet.
* Having established a good relationship with the newspaper personnel, place the editor that on your Club's newsletter mailing list.

Radio

- **Introduce yourself** - Make yourself personally known to someone at your local radio station, if there is one in your area.
- **Advertising** - Take advantage of the free advertising offered by some stations on their Community Notice board slot.
* The radio is an excellent medium for getting your message across to a wide range of people in your community.

Other Avenues for Promotion and Publicity - Public Relations Office (PRO), Information Centres and/or Citizens Advice Bureau (CAB)

- Make yourself personally known to your local Public Relations Office (PRO).
- Mailing List - Ensure that the local PRO is on your Clubs mailing list.
- Contact Numbers - Give the PRO a list of all your Club officeholders and their contact details.
- Publicity Evening - Organise a publicity evening

Colleges and Technical Institutes

- **Introduce yourself** - Make yourself personally known at local colleges and/or technical institutes.
- **Mailing list** - Put the college/ technical institute on your newsletter mailing list and ensure each newsletter contains a contact name and phone number on it. Suggest that they put your Club newsletters on display.
- **Speak to students** - Arrange with your local college or technical institute to speak to the students at least once a year. This could be at an assembly or another arranged time.
- **Help the Media** - If there are speeches or important announcements to be made at a particular activity, make sure the reporter is offered a position where they can hear and see well.



Thank the reporter for coming to cover your activity or event.

Publicity Ideas to help promote NZYF in your community

- **Compile a Club Publicity Kit** which includes:
 - NZYF Pamphlets (available from the Head Office)
 - Club newsletters
 - Club photos
 - Club scrapbook
 - List of activities
 - Photos with captions of a variety of Club activities
 - Map of the area showing the locality of Clubs
 - Banner/Flag
 - Stickers
 - Club T-shirt, cap etc
 - List of Club contacts

all of which could be used effectively in a variety of ways.

- **Main street of local town** - Use Publicity kit materials to set up a display in a shop window or notice board.
 - * Talk to interested members of the public about what NZYF has to offer.
 - * Record names of interested people and ask Club members to follow up by contacting potential new members, and inviting them to Club activities.
- **A&P Shows** - A&P shows are an ideal avenue for publicity displays. Approach artistic people within the Club to help make up an eye catching display board and set up material from your publicity kit. You can request the NZYF publicity banners for use at these shows however, there is huge demand for these so you will need to be organised and book them early.
- **Top Team-** A top team competition is an excellent activity which has tremendous audience appeal. Events need to be action-packed, novel and well organised.
 - * Your local Club can challenge other organisations to enter a team.
 - * Find sponsors to donate prizes.
 - * Such events should be well advertised beforehand - let the media know its happening.
- **Inter-club activities** - Invite other local Clubs and organisations to join in some of your Clubs activities eg. car rallies, debating, sports days, rifle shooting etc.
- **Promotion evenings** - Invite other Clubs and organisations to NZYF promotion evenings. The evening could include a pot luck dinner, a guest speaker and lots of opportunities for members to mix with their guests. Show your guests what NZYF has to offer!
- **Newsletters** - Send your newsletter to neighbouring Clubs and organisations to inform them of what your Club is doing and invite them to participate.

Publicity within NZYF

- **Newsletters** - You will be required to write your Club newsletter. Try to get the newsletter out as soon as possible after each Club meeting (within a week at the most)
 - * Keep in touch regularly with the Club Chairperson, attend committee meetings and keep accurate notes.
 - * Liaise with the Secretary to maintain an up-to-date list of all Club members, their addresses, phone numbers and e-mail addresses. Add names of any interested people to this list.
 - * The newsletter must include some past events, but mainly future events and wherever possible give exact times, dates and venues of activities.
 - * The newsletter needs to be well set out, regular, informative and enjoyable to read - jokes, fines and cartoons can be appreciated.
 - * Ensure you send a copy to your District Chairperson as well as the REO/Regional Secretary.
- **Photo Album** - You may be required to keep the Club photo album up to date which would involve collecting photos of Club activities and collating them regularly in an album with headings, captions and dates.
 - * It is important to ensure that someone takes photos at each Club activity and will give you a copy.
 - * Bring the album to Club meetings for members to view.
- **Scrapbook** - Many Clubs have a scrapbook or records book that contains any relevant articles relating to Club activities that have appeared in local newspapers.
 - * The Club photo album and scrapbook are both excellent ways of ensuring there is an ongoing record of your Club's activities over the years.

Writing an Article

- The key to writing a news story or a report is to include who, why, what when, where and how. After you have written your story, check that it answers these six basic questions.
- Every article must be accurate and impartial. So you become known as a dependable news source.
- Be careful to differentiate between fact and comment. Any comments made need to be in "quotes" and the speaker named.
- Provide all necessary facts and background surrounding the story.



- Include full names and addresses of local persons mentioned in articles and identifying titles that they may have.
- Articles are 'cut' from the bottom up, so write it so if only two or three paragraphs of your original story are published, it will still make sense.
- Write the way you talk. The language you are best at is the language you've been practicing most - conversational English. Avoid flowery adjectives and clichés. Use punchy verbs, short sentences and short paragraphs.
- Effective news writing depends on you knowing your subject and knowing your reader.
- The story is best written immediately for the media deals with news not history. Always give specific dates, indicating when a specific event is going to take place or has already taken place.
- Note the '*style*' your local paper uses and follow this as closely as possible.
- Don't be disheartened if your story isn't printed. Keep trying and ask the editor for assistance.

Presentation - Presentation is very important. Once you have collected all the relevant information required for the writing of a particular story, don't blow it by poor presentation.

- Your story is best typed (or very neatly printed) on one side only of a clean A4 sheet of paper.
- Leave plenty of spacing between each line. If typing use double spacing. If printing on lined paper use only every second line. If using blank paper, leave at least 1.5 cms between lines.
- Leave a wide margin on each side of the page.
- Leave 30 cms at the top of the first page before typing so the editor can write instructions for the printer.
- Place a '*catch title*' on the top right hand corner of each page, beside the page number the title should be simple and only one or two words.
- Place your own name and telephone number on the top left hand corner of the front page.
- At the bottom of all but the last page, write the word '*more*'. This indicates that this is not the end of the story. At the bottom of the last page write "end".
- Ensure that sentences and paragraphs do not run from one page to another.

- Read carefully through your story before sending it in.
- Address the material to the editor by name; if at all possible deliver it by hand.
- If you have two newspapers circulating in your area, don't try to play one off against the other. Instead consider writing two versions of the same story.

Use of Photos - Every picture must tell a story and this is the key to effective newspaper photography.

- When submitting a photograph, find out what size and type your editor prefers.
- If you want your photos returned include a self-addressed stamped envelope.
- Identify the people who appear in the photo from left to right, giving their full names on a piece of paper - attach this to the back of the photograph.
- Photos that show people '*doing things*' are the best. Perhaps incorporating the subject matter in the background.
- A smile helps - and head and shoulders is often all that is needed.
- You'll find it an advantage most of the time if you call the editor and ask if they want a picture of your event. If it is newsworthy they'll send their own reporter and photographer.

Appendix

Role of District and Regional Publicity Officers

The role of District and Regional will be very similar to the one already covered for Publicity Officers in general. The specific roles are:

- **AGMs** - Be responsible for writing a full report on the District/Regional AGM and/or prize-giving. Invite a representative to take photos of prizewinners and new officeholders.
 - * Ensure the media are informed up to a week in advance.

- **Publicity Officers Evening** - Organise at least one meeting early in the year for all Club/District Publicity Officers. Ideally a representative from the media could be invited to make all the Publicity Officers aware of report writing, presentation etc
 - * Promote articles for the national *"Hot Wire"* newsletter.
 - * Discuss avenues for sponsorship.
 - * Look at a calendar of events and discuss which Club/district will handle the publicity.
 - * Stress that it is important to cover all events.

- **Promotional Activities** - Plan throughout the year opportunities where you can promote NZYF; Colleges/Technical Institutes, Stock & Station Stores, A&P Shows, and Local Towns.

- **Newsletters** - All District and Regional Publicity Officers need to receive the newsletters from those Clubs or districts in their area, so they are kept fully informed of all activities taking place.

- **Articles** - It is the responsibility of the District/Regional Publicity Officer to remind Club/District Publicity Officers to record events as they happen; urge them to contribute to their local newspapers and to the *"Hot Wire"* as much as possible.
 - * Some articles on a specific District/Regional competition or event could be written as a team effort. Club/District officeholders could send in details of the competition in their local area to the district/regional publicity officer. He/She can compile the information and submit an article to the local newspapers.

- **Note** - The District/Regional Publicity Officer are best seen by Club and District Publicity Officers as a resource person, to whom he or she can turn for assistance and guidance.

- It is important that the Publicity Officers within a District or Region help each other out, share each others talents and work together to help promote NZYF in the community.



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