

**PUBLIC RELATIONS**

**RESOURCE GUIDE**



**PHI DELTA THETA**  
*Become the greatest version of yourself*

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*“Every organization that is right and proper in its nature, will be what the men who constitute it are.”*  
*-Robert Morrison*

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## *Public Relations Officer*

Negative images surround the Greek system; and unfortunately society is ready and willing to accept the stereotype of beer chugging, lazy, disrespectful, frat boy image as their only impression of Greek life. Media has done its best to portray them as such, and the few Greeks that personify that image ruin it for all the rest. In reality, much of Greek life is spent serving the community, working on scholarly projects and acquiring leadership skills. However, good acts are quickly forgotten, therefore it is critical to consistently use public relations tactics to ensure that your chapter keeps a positive image to the public.



“Anything anyone sees you do is public relations.”

*-College Fraternity Editors Association*

### **What is Public Relations?**

Simply stated, public relations is the use of two-way communication to form relationships between an organization and its **target publics**. Keeping all publics fully informed of activities and events that occur within your chapter requires a highly proactive strategy, one that takes efforts both internally and externally. These relationships do require promotional and publicity skills, however **90 percent of your chapter’s public relations will be perceived through behavior**. The most important thing to remember about public relations is that it does not matter how you *think* you are perceived by your publics, but rather how you *are* perceived. Your actions will speak louder than words, so be sure that your actions reflect the words you say.

### **How does PR affect my chapter?**

Having a positive public image can do much more for your chapter than you may realize. Your recruitment will be bigger, fund-raisers will be more effective, social events will be more highly attended and interactions with Administrators and Headquarters will be easier. Every aspect of your chapter can function more smoothly when the people you deal with on a regular basis hold you in a positive regard.

### **Who is responsible for the Public Relations role?**

There are several ways in which the public relations role can be filled within your chapter. There is no specified Public Relations Officer designated in the Phi Delta Theta bylaws, but it is strongly recommended that one person be held responsible for overseeing the public relations tactics of the chapter. Another option would be to have a public relations committee to proactively campaign on behalf of your chapter. However, if you feel it is not necessary to specify the public relations role, it is ultimately the responsibility of each committee and executive member to make sure their actions and the actions of the Fraternity are publicized. (For example, the philanthropy chair is responsible for the publicity of any events or fund-raisers).

*Use the Internet to find out more.*

# Duties and Responsibilities

An organization's public image consists of the essential qualities attributed to it by its publics.

-Otis W. Baskin

1. Be sure you are always up-to-date with events and activities of the chapter. It is your responsibility to know everything that is going on. This requires attendance at all meetings, and communicating regularly with the decision-makers in the fraternity- particularly the President.
2. Serve as the chairman of the public relations committee, should your chapter choose to form a committee.
3. Develop and facilitate a **year-round campaign**. Practicing good public relations should not be done only at times of [crisis](#).
4. Find creative and innovative methods of promoting your chapter's activities.
5. Help **educate the chapter members** on the methods of effective public relations.
6. Contribute regularly to the chapter newsletter and/or website.
7. Oversee all **promotion** of the Fraternity. Approve all flyers, recruitment events, posters, schedules, brochures, mailings, T-shirts, etc.
8. Encourage and request **participation of all chapter members** in promoting the positive image of the chapter as well as the Fraternity.
19. Maintain **current knowledge** of all chapter and Fraternity operations, policies, and benefits. Be aware of similar information from other fraternities in the Greek community. Educate members in these areas, so they can communicate properly with all publics if necessary.
10. Hold **workshops** to inform and discuss with all chapter members issues and procedures involved with maintaining a positive public image.
11. Establish clearly defined **objectives and goals** for the chapter promotions.
12. Maintain a current and up-to-date **listing of all members** including important information such as age, year, address, phone number, and interests.
13. Keep a current and up-to-date list of media contacts for promotional purposes.



Be sure to periodically check Phi Delta Theta's web site for helpful information. As the homepage is updated often, check for new and useful information for you, as public relations officer, and your other officers. The address is [www.phideltatheta.org](http://www.phideltatheta.org)

## *Techniques for the PR Officer*

1. Prepare a **calendar** listing all “promotional” activities of the chapter throughout the *entire* year.
3. Use your service, philanthropic, and informal functions as promotional opportunities.
4. **Vary your promotional events.** Doing the same thing every semester shows a lack of creativity. Plus it loses effectiveness. Strive to break the mold!
5. Have a “**Public Relations tip of the week.**”
6. On a monthly basis award members for participation. This helps build internal morale, which will reflect externally.
7. Get to know people in the local media.
8. **Encourage members to participate in other student organizations.** This is a great way to inform publics about the chapter.
9. Prepare a “PR packet” for every brother. Include all needed information on public relations (i.e. calendar of events, tips on how to deal with media, basic PR tactics, etc.).
10. **Meet with the Greek advisor.** This person will know, more than anyone else, what the Greek community is up to. It is important that this individual is familiar with your chapter prior to any unfortunate incidents that may occur.
11. **Invite prospects, friends, and girlfriends to the chapter house to watch TV.** Have an informal dinner beforehand. Just hang out. This is a great way to familiarize your publics with the Fraternity.
12. Encourage and reward with verbal praise individuals who do a good job representing the positive image of the Fraternity.
13. **Encourage brothers to have their study group at the chapter house.** Most people are surprised at how nice fraternity houses really are. It can give the chapter a positive image.
14. Establish good relations with faculty, staff, and the administration.
15. **Be a good role model.** It is much easier to follow a good example than a bad one.
16. **Delegate, delegate, delegate.** If someone else can do it, delegate it. Just because someone may not have super people skills doesn't mean he can't help out. Everyone should contribute.

*Here are just a few suggestions to help you and the chapter get the job done.*

*Remember-Phikeia are members too!*

“The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on.”

*-Walter Lippman*

“Enthusiasm is contagious, so is laziness; Which is prevalent in your chapter?”

*-Unknown*

# Identifying Target Publics

The first step in any successful promotion is identifying who you will be addressing- in other words, establishing your target markets. Target publics are segments of the population all around you. Everyone with whom you interact can probably be categorized into one of your publics, but the important (and somewhat tricky) part is identifying the key publics and targeting your public relations tactics toward them. Your publics will vary in size and type, but generally for your chapter they will remain small and easy to reach.

### Who are the target publics for Phi Delta Theta?

Members	University Administration/Faculty/Staff
Alumni	Headquarters/Other Chapters
Parents	The Greek Community
Non-Greek Students	Local Community
Media	General Public

## Members

Chapter members should be your primary target at all times. They are the individuals who serve as walking promotions for your chapter as well as for the Fraternity. It is imperative that they be fully informed of all Phi Delta Theta events and happenings, so that they can help promote and explain them whenever possible.

### *How to improve relations with members*

- Keep morale high - be positive, it is contagious!
- Memorize and rehearse rituals; do them well, it will be much more impressive to members.
- Keep a clean and well-maintained house; being organized helps everyone and reduces stress.
- Take phone calls courteously and promptly.
- **Have fun!** (Schedule guest speakers, host Fraternity retreats, plan social events, etc.)

### *How to reach members:*

- Chapter newsletter - if you do not have one, try to get one together.
- Post signs throughout the chapter house.
- Create a bulletin board and keep it updated daily.
- Mail, text, or email members with important information.
- Keep your chapter website updated with current events and news.
- Set up a phone chain and listserv - it is the quickest way to reach all members.
- Encourage attendance at all meetings and post minutes in highly visible areas.

## Alumni

Alumni are a very important public to keep in mind. They want to feel informed, and they want to be involved. Be sure to remain attentive to this most generous group. No one better understands the importance of your chapter than the alumni, and therefore no one will be more willing to help support you, financially or otherwise. Alumni are a very important public to keep in mind. As long as they feel informed, they will want to be involved.

## Parents

Parents of your chapter provide you with a great amount of support, financially and otherwise. Keeping this group informed and happy will ultimately help benefit your chapter. While it is important to have a positive image with all parents, the parents of pledges are particularly important. This group may need to be reassured that joining a Greek organization such as Phi Delta Theta will benefit their son. Focusing on parents can help to give you a good image and it may even improve your pledge retention.

### *How to improve image for parents and friends:*

- Keep the house clean. The house is a reflection on the chapter, the better it looks, the better you look!
- Keep them informed. Send them newsletters to update them on recent events.
- Write letters to parents. Send a congratulatory letter once their son is inducted into Phi Delta Theta that includes information about the Fraternity.
- Sponsor Parents Weekends to help parents get to know members of the Fraternity and learn more about Phi Delta Theta.
- Be sure to always emphasize Phi Delta Theta's focus on academics. This includes publicizing scholarship awards. Also, inform them of tutor availability, required study hours, computer facilities, etc.
- Send news releases to hometown publications concerning scholarship recipients, newly elected officers, newly initiated members, or any other major event.
- Send home holiday cards, including birthday.

### ***Suggested Activities for Parents:***

#### **Celebrate Parents Day**

Host a day where parents of the chapter come to visit the chapter house. Make it a day of entertainment and information for the *parents*, not the members. Include functions such as speeches, games, tours, prepared meals and getting-to-know-you activities.

#### **Create a Parents Newsletter**

Developing a separate newsletter for parents is an excellent method to keeping this critical public informed. It should contain chapter accomplishments, university events, individual achievement, and any upcoming events for them to attend. It also can serve as a reminder for due dates for rent and dues.

### ***3 Key ways to keep alumni happy:***

- 1) *Keep them informed.*
- 2) *Keep them involved.*
- 3) *Be very attentive when they are visiting.*

### ***Suggestion:***

*Hanging banners in support of athletic events helps to make you visible to your public in a very positive light.*

*Above all, when dealing with the media, be honest... or be quiet!*

*Get to know your local media contacts BEFORE you need to use them!*

## Non-Greek and Prospective Members

The non-Greek public is the most ignorant about your chapter and its potential for good. This group relies entirely on what they see of the chapter and how they interact with its members to decide how they view the Fraternity. This public is usually one of the larger publics and can be divided into three sub-groups: the pro-Greek, the anti-Greek and the undecided. The pro-Greek group does not need as much public relations because they are already aware of the benefits. Spending time trying to convince anti-Greek individuals to view your chapter more positively is hardly worth the effort. Therefore, it is toward the undecided public that you should concentrate your most effort.

*How do I make them aware of Phi Delta Theta?*

- Get the letters and logo out in the public (make calendars, maps, book marks, directories, tee-shirts, etc.).
- Use campus press to advertise for chapter events.
- Host open house events and invite non-Greeks to attend (pep rallies, guest speakers, etc.).
- Always be on your best behavior, particularly in situations where you are being associated with the Fraternity.
- Use fliers, posters, banners, table tents, etc. to promote your chapter.
- Promote the website.
- Make sure that you are a registered student organization on campus.

## Media

Like it or not, the media will always be willing to cover the story that will elicit the most response. On a college campus, this often includes the Greek events. Getting to know the media representatives on campus will likely aid you in getting your events covered in the local paper. It could also help to reduce some negative coverage should an unfortunate incident occur.

*Tips on getting media coverage:*

- Get to know members of the media staff *before* you need them! Establishing a good relationship early will help to get you more positive coverage and perhaps less negative coverage.
- Co-sponsor philanthropy events with the media (You can usually gain extra media exposure this way).
- Write and send press releases and public service announcements to all local media sources.
- Keep them informed on recent events, but do not overburden them with useless information.
- Use campus radio and television stations to publicize events; it is cheap and effective.



## University Administration/Faculty

The university administration and faculty must hold you in their good favor. Making them unhappy with you will only make things harder on both groups. Faculty members should be viewed as potential advisors. They are highly knowledgeable in their respective fields and could help your chapter in areas such as finance, marketing, public relations and more. Showing interest in working with them reflects positively on your commitment to the chapter as well as your respect for them. Administrators are a bit different. They must be shown that your involvement in the Fraternity is more than social.

### *Improving image for administration/faculty:*

- Meet with Greek Advisors on a regular basis- not just when something bad happens
- Invite Greek Advisors to “Guest Night.” This will help the chapter get to know them, and they will meet the chapter.
- Invite other administrators or faculty to “Guest Night” to speak on current events, politics, scholarship, or any other topic that would interest the chapter.
- Create a faculty appreciation award of some sort. This could be a dinner, an award ceremony or some other creative type of recognition. This is an excellent way to combine Phi Delta Theta’s emphasis on academics with a “thank you” to the faculty.
- Watch your behavior in the classroom.
- Attend class regularly, be prompt, remain attentive and do not disrupt the class. Neglecting to do any of the prior will leave a negative impression of the Fraternity with the instructor.
- Watch your behavior at events on campus. Faculty and administration often attend athletic events, homecoming festivities and other special events on campus. Try to be supportive and spirited without resorting to pranks and heckling. This will leave a good impression on all in attendance.

### **Suggestion:**

*One way to keep up relations with other chapters is to carpool together to regional activities. You will get to know members of other chapters, as well as save money and conserve energy!*

### **Remember:**

*Administration and faculty members can be a wonderful resource often overlooked by students and chapters seeking advice.*

### **What the administrators should know about Phi Delta Theta:**

1. Community service
2. Scholarship
3. Campus involvement
4. Events and activities
5. Men doing the right thing

### **Suggestion:**

*Send flowers or sing to a sorority on their founding date. For a list of sorority flowers and founding dates, see Appendix D, page 23.*

## Headquarters and other Phi Delta Theta Chapters

It is critical for the duration of your time as an active member to remain in the good favor of the Headquarters. It is also particularly advantageous for your chapter to remain in the good graces of other chapters. Keeping good relations with these groups can provide your chapter with valuable resources, networking contacts, knowledge and much more. The most important thing to keep in mind with these groups is constant communication of the truth.

*Improve relations with Headquarters:*

- Communicate clearly, openly and honestly with Headquarters staff.
- Keep them fully informed of your chapter's events.
- Be a gracious host for all visitors (this will go a long way in Leadership Consultant evaluations).
- Keep the house and grounds clean and well maintained.
- Cooperate with them. (They have many resources, networks and knowledge that you will need.)

*Improve relations with Other Chapters:*

- Host executive retreats (you can help each other through leadership situations and learn more about other chapters).
- Take advantage of regional conferences. This is your opportunity to prove how strong your chapter is. Urge your chapter to have at least half of the members in attendance.
- Schedule events together.
- Keep in touch.

## **Greek Community**

It is important for your chapter to be well known, and hopefully well-liked, among the other Greek organizations on your campus. Be sure to inform Greek organizations on your campus about what your chapter is doing to improve the image of the entire Greek system. One way to keep them informed is to work closely with the Inter-Fraternity and Panhellenic Councils. However, there are also many other suggestions listed below to help ensure your chapter is highly regarded on campus.

*Improve chapter image for the Greeks:*

- Participate in all IFC/Panhellenic events.
- Encourage members to become active in IFC.
- Participate in intramurals.
- Co-sponsor activities with other Greek organizations.
- Send greetings to different groups.
- Keep exterior of house well maintained.
- Send your chapter newsletter to Greeks on campus, share your ideas and successes with them to improve relations and inform them of your goodwill.
- Host functions and invite other Greek organizations.
- Do not steal or vandalize property. This creates a horrible reputation for your chapter, and creates negative relations between organizations.

*How to reach other Greek organizations:*

- Send news releases to campus/Greek publications.
- Advertise in campus/Greek publications.
- Post signs around campus and in houses/suites of invited sororities.
- Send copies of your chapter newsletter to other Greek organizations.
- Create a Greek newspaper on campus.
- Sponsor a dinner for officers of IFC and Panhellenic Councils. This will help you get to know them and allow them to learn more about your chapter and its goals.

## Local Community

The community surrounding your university is a very special public. You rely on them just as much as they rely on you. Contributing to the community is very important in respect to your public image. Depending on the size of the community, the coverage of the philanthropic events hosted by your chapter will vary. It is important to remember that when dealing with the community, you are now dealing with different interests. They are not interested in what affects members of the Fraternity or how the campus will benefit, rather they are concerned with how it will affect the community as a whole.

*How to improve public image with the community:*

- Participate in community service and philanthropic projects.
- Meet community leaders offer to help with civic duties; show them your interest in the community.
- Invite city officials to come to chapter dinners as guest speakers- this will help improve the image of Greek life in the eye of these officials.
- Advertise events in the community that are sponsored by your chapter. They will appreciate your efforts and may even want to help out!
- Support campus projects to help the community.

### Top 10 Public Relations Ideas

1. Sponsor a campus speaker on a controversial topic.
2. Help new students move into the dorms.
3. Encourage chapter members to become campus tour guides or recruiters.
4. Attend a sporting or cultural event as a chapter.
5. Sponsor a campus event like Random Acts of Kindness Day.
6. Hold an open house after a sporting event for parents and alumni.
7. Plan a faculty appreciation day.
8. Deliver finals treats to other Greek groups and campus organizations.
9. Host a legacy luncheon with your alumni.
10. Talk positively about Phi Delta Theta and other Greeks at all times- at home, on campus, in the community and with your friends!

*Chances of getting coverage increase greatly when you use the proper AP style format for your releases!*

# *Promotions and Publicity*

Many non-PR people think public relations consists of sending out endless press releases for self-advancement purposes. In fact, it is sometimes mistaken that PR stands for “press release.” While it *is* true that press releases are a great source for gaining coverage in media, there are several different mediums through which the target publics can be reached: public service announcements, flyers and [event planning](#) are specific options that have the potential to get your chapter the desired media coverage for a minimal cost.

It is important to always keep your publics in mind when creating any promotional pieces. Press releases should always be written in the proper Associated Press (AP) style in order to optimize their chance of being placed in the media. This is particularly important when writing press releases for print media. The less the editor feels he or she must do to a story before it is able to be published, the better. Additionally, public service announcements and flyers have specific formats to create the best level of awareness.

## **News release**

A news release, or press release, is any information you want released to the media. Most commonly, news releases are sent to the print media, but there are video news releases (VNRs) that can be formatted for broadcast news mediums. In the better interest of your chapter, only print news releases will be discussed, as VNRs are complicated and receiving airtime on television is very difficult, even for professionals!

The most important part of a print news release is the lead, or the first sentence. It is in this opening line that you must cover the most important information that will be covered in the story; in other words, you must answer the five “W’s,” *who, what, when, where, why*. From there, it is important to write the story in the “inverted pyramid” form, which means including the most important information at the beginning and the less important information at the end. It is important to write in this manner due to the way newspapers are assembled. If the editor decides that the story can be published, but it is too long, (s)he will crop the story from the end to make it fit the page. If your most important information is at the end of the story, it could be cut out, and readers will lose the point of the article.

*Below is a list of tips for writing a professional news release.*

- News releases must *always* be typed (doublespaced).
- Keep sentences short and concise!
- Include contact name and information. You want them to contact you with *any* questions in order to get accurate coverage.
- Include a date that the news can be released. “For Immediate Release” is the most common, particularly because the moment you send a release to the media, they are technically permitted to cover it immediately.
- Be sure to have a local angle to the story! Chances of coverage rise when there is local interest.
- You should always try to keep the release to one page, but if it does go onto a second page, include the word, “more” at the bottom of the first page. On the second page be sure to include “Phi Delt page 2” on the top right hand side.

- Your closing paragraph (called the “boilerplate”) should always be a summary of the history and beliefs of the Phi Delta Theta Fraternity.
- Signal the end of every release with “####” This should be centered and appear one line below the last line of the boilerplate.

## Public Service Announcements

Public Service Announcements (PSAs) are a great tool for gaining awareness and recognition for your chapter. Luckily, the FCC requires all stations to designate a certain amount of free time to announcements of public service. However, you must always be sure they have a service-oriented message. There is nothing worse than trying to pass off an advertisement as a public service announcement. Not only will it reflect poorly on your chapter, it may also create a negative relationship with the media.

*Here are a few tips for writing a professional public service announcement:*

- Write your announcements in three lengths- 10 seconds, 30 seconds and 60 seconds.
- Write for the ear rather than for the eye- use a conversational tone rather than a formal tone.
- Schedule them far in advance- most stations block their time three or four weeks in advance.
- For televised PSAs, be sure to take advantage of the option of using slide-visual images that help sell ideas more effectively than words alone.
- Make sure all content is appropriate and relates to the standards of Phi Delta Theta.

## Flyers

Flyers are another excellent form of publicity. They are highly effective mediums and are relatively inexpensive to produce. They can be used for special event promotion, recruitment and general chapter promotion. Flyers come in many forms, from full sized banners hung around campus to small table tents placed strategically in dining halls. There are also traditional 8 -1/2" x 11" posters, handouts and many more.

There are several other methods of promotion and publicity that can gain awareness for your chapter. Obviously, using paid advertising is one option. Usually, campus media space is relatively inexpensive and highly effective in reaching publics that are mostly student-based.

However, you must continue to be creative and innovative in your promotional tactics to reach all of your target publics. If you want to try something new, check out Appendix B for some creative suggestions. Also, do not hesitate to ask a professor for assistance. As mentioned earlier, faculty members are a great resource and are often very willing to help.

*Make sure all names are spelled right.*

*\*\**

*Are facts double-checked and correct?*

*\*\**

*Do you have the correct contact information on it?*

*There are a few simple things to remember about using promotional flyers:*

- Anything that has the Phi Delta Theta name on it must represent the standards the Fraternity upholds.
- Get permission to post signs! Residence halls and dining areas have regulations on flyers; make sure you are aware of them.
- When the event you are promoting is over, take down the signs. Leaving them around campus is showing laziness and disrespect for your classmates.
- Be sure your flyers look professional. They may be the only thing your publics have to associate with Phi Delta Theta, so make the impression a good one.
- Do not use sexually suggestive material or foul language.



## Section 3

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### *Newsletters*

The most important aspect of public relations is maintaining an open line of communication with your publics. Since your chapter members are your primary public, it should be your first objective to ensure they are informed of all chapter activity. One of the most effective methods of communicating with your members is through a chapter newsletter. Every chapter should have at least one newsletter sent to the members. In addition to chapter newsletters, it is also advantageous to have alumni and parent newsletters.

When writing your newsletter, it is important to keep your audience in mind. If you are writing a newsletter strictly for the members of your chapter you can be a bit less formal. However, if the publication will be sent to alumni and/or parents, you should be very cautious with content. In either case, you should *never* use foul or sexually suggestive language.



The writing and editing of the newsletter falls under the responsibilities of the public relations officer, or as delegated by the executive committee. However, all members of the chapter should be encouraged to contribute to the newsletter.

Issues of the chapter newsletter should be sent out minimally once a semester. Many chapters opt to send them quarterly or even monthly. The publication of the newsletter can be done entirely in house if you have members who are adept with PageMaker, Microsoft Word or WordPerfect. However, if you decide that creating a newsletter from ground up is too much for your chapter, you may want to contact a publishing service.

## ***Basic PR Tactics to Reach All Targets***

There are many ways to reach your target markets. You can target each of them respectively and cater your message to them specifically. You can create an entire comprehensive campaign toward one or several of the groups. However, before you can target any single group, you must be sure that you are really the kind of group you are proud to promote. Therefore, here are a few suggestions to follow:

*90% of your chapter's public relations will be perceived through behavior.*

### **Watch what you do, not only what you say!**

It has been stressed throughout the manual that it does not matter what you say, but rather what you do that will be construed as your public image. Therefore, the most important public relations tactics must start internally. What does that mean for your chapter? It means that all members must remember that their behavior is critical for the positive image of the Fraternity. It means that even when you think your chapter is “good enough” you must strive to “be your best.” It means being *proactive* rather than *reactive*.

Your chapter must have focus. Set short- and long-term goals to ensure that you are constantly working towards an end. You need to ensure that your organization is functioning at a level that is appropriate for your publics.

*A few suggestions for keeping the positive image of the chapter:*

- No hazing.
- No alcohol.
- No drug abuse.
- Do not condone activities degrading to women.
- Always be polite and attentive in class.
- Be a positive influence on campus.

### **Clean that House!**

The physical appearance of your chapter house is a very strong indication of how you run your chapter. Also, alumni always think they kept the house cleaner than the current actives, regardless if their memory is accurate. Therefore, in order to keep the alumni happy, as well as impress your other publics (administration/faculty, Headquarters, Greek/Non-Greek students, parents, etc.), it is imperative for you to keep your house and lawn looking respectable.

***Suggestion:***  
*Avoid hanging vulgar signs and/or messages on the outside of your house. This reflects negatively on every member of the chapter.*

While it is the house manager’s responsibility to set cleaning assignments, each member should take pride in keeping an orderly house. While it is not necessarily true that a clean house means a good chapter, a good chapter will always have a clean house!

### **Social Events- the perfect blend of fun and responsibility**

Academic goals and philanthropic events are significant parts of being a member of Phi Delta Theta; however, hosting successful social events is also an important part of Greek Life. It is somewhat tricky to host a successful Greek party while also maintaining Phi Delta Theta’s Alcohol-free Housing Policy.

*However, by following these guidelines, it can be done:*

- Host a theme party- this allows for fun costuming and interesting foods while not relying on consuming alcoholic beverages.
- Avoid any connection with alcohol- do not title a party by referencing alcoholic beverages or consumption.

- Inform neighbors of upcoming parties.
- Consult the Fraternity's risk management handbook; be sure to follow all guidelines.
- Follow up with neighbors to see if there were any problems (they will appreciate your concern for their well-being).

### **Appearance matters!**

Along with the behavior of members, appearances greatly influence public perception. Factors such as attitude, dress and conduct must be considered by the entire group at all times. Perceptions of Greek men as being immature and lazy are reinforced by looking sloppy and apathetic about your appearance. It only takes a moment to think about how your clothing will appear to others and yet that moment will make the difference in their opinion of you, as well as the Fraternity.

### **Here are some suggested guidelines on how to dress for different occasions:**

#### **Formal**

*Tuxedo, Black tie*

- Chapter formals
- Banquets

#### **Semi-Formal**

*Suit, Shirt and tie, Sport coat, slacks, dress shoes and socks*

- Guests/Guest Speakers
- Banquets
- Initiation
- New Member Ceremony
- Ritual Meeting
- Recruitment
- Important meetings with campus/public officials

#### **Nice**

*Slacks (no jeans), collared shirt, nice shoes*

- Recruitment
- Philanthropic events
- Meetings with officials
- Parents Day
- Alumni events

#### **Casual**

*Pants, nice shorts, shirts (no tears/tanks, no hats), good tennis shoes*

- To classroom
- Visible situations/campus events
- Meals at chapter

#### **Dress Down**

*Old clothes, shorts, sweats, hats*

- Leisure time
- Housework, labor
- Participating in athletics

The suggestions listed above are not mandatory, but are intended to help keep you dressing for the best impression possible. While it may not be fair that society judges on looks, it does provide you with an excellent opportunity to present your chapter as responsible and proper. People judge the fraternity on the quality of individuals within it, and if you look good, it helps to make the entire fraternity look good!



## Crisis Management

Crisis management is knowing how to handle a crisis in the event it should occur. How the Crisis is handled is the responsibility of the Risk Management Chairman. However, public relations tactics are often overlooked when dealing with crisis situations.

It is best if you have a good ongoing relationship with all of your publics before an unfortunate occurrence. If your chapter is respected prior to any incidents, administration will likely be more willing to help your chapter recover from a crisis. It is also less likely for students and other members of your publics to speak badly of the chapter after a crisis.

If positive relationships have not been established prior to an incident, addressing a crisis will be more difficult.

### Media

The first step in any crisis situation, after emergency personnel have been notified, is to contact Headquarters. They will be able to guide you in the best way to handle the situation. During business hours (8 a.m. to 5 p.m. eastern standard time) call (513) 523-6345 or call the crisis management help line at (888) 219-3791 after the office has closed. The General Headquarters staff will assist you in dealing with the media or may even relieve you of the responsibility and speak to the media directly on your behalf.

It is important to remember that the media is not out to get you, even though it may feel that way. It is their job to report the full story, and they will do as much as they can to get the full story. Always be polite and responsive when questioned. *Remember that nothing is off the record!* If you disclose information of importance, reporters will probably use it, whether or not you declare it off the record.

There should be one or two members to serve as the contacts for the media; the first should be the chapter president and the other, the designated public relations chair. These are the only two individuals who should speak with the media at all. All other members that may be approached by the media should direct them, in a firm but friendly manner, to speak with one of the two representatives.

The individuals selected to be the spokespeople should always have as many facts as they possibly can. They should only comment on situations of which they know all the facts, and never offer more information than necessary.

#### **Remember!**

*You can never safely assume that anything is really "off-the-record."*

*"There's nothing wrong with having nothing to say — unless you insist on saying it."*

*-Anonymous*

#### *Dealing with the Media*

- Be honest. Be factual. Be prompt.
- If you do not know the facts, do not speculate. Say you will get the information promptly.
- Release bad news in a timely manner.
- Avoid responding with "No comment." It makes you look guilty, even if you are not. Instead, use, "I do not have that information" or "I cannot answer that at this point."
- Answer only the questions that are asked.
- Avoid getting frustrated or angry.
- Stay cooperative and united.
- Do not repeat negative questions or phrases.
- Recognize and do not reply to trick questions.
- **Remember: Nothing is "off the record!"**

### *Television and Radio Interviews*

- Use words, pictures, anecdotes, and examples that are strictly applicable and accurate.
- Make key points first. State them simply and accurately.
- Repeat crucial information.
- Keep a calm voice, even when challenged.
- Use appropriate language and avoid sarcasm, slang or crutch phrases.
- Avoid nervous laughter.
- Speak for the organization, not from a personal point of view.
- Correct inaccurate statements.
- Face the interviewer; concentrate on talking with him/her, not the camera. Listen, so that your responses will be accurate and appropriate.
- Remember microphones are very sensitive and will pick up any noise or side comments.

### **Death/Serious Injury**

In the event of a death or serious injury to a member or a guest, be sure to follow the guidelines as described in the [Risk Management Packet](#). You will want to be sure to review the preceding hints on how to deal with members of the media.

#### *In case of serious injury or death:*

- Notify the authorities immediately.
- Call the Phi Delta Theta [crisis](#) management help-line at 1-888-219-3791.
- Follow the Phi Delta Theta [crisis](#) management plan.
- Allow only authorized personnel in the room or chapter facility (Keep the door locked until authorities arrive).
- Allow a professional to notify the relatives.
- After approval from the university officials and the General Headquarters, the chapter president or chapter advisory board chairman should call the parents to express the chapter's concern.
- Assist in the coordination of the hospital visitation or funeral/memorial attendance if asked.
- Do not move anything in the room until instructed by police. After the incident is over, ask the parents what they wish to be done with the possessions (in the event of a member's death or leaving school). Every effort should be made to help gather the member's possessions if the parents make such a request.

## Final Thoughts

In closing, your chapter of Phi Delta Theta is a group of wonderful individuals working together to make memories and experiences of a lifetime. Simply because your Fraternity is a secret society does not mean that your Fraternity should be secretive toward society. Share your stories and experiences with your publics, and let communities know that Phi Delta Theta is a great organization. There are people who want to hear about the Fraternity and your chapter, and you should want everyone to know about it. Do your best to always reach as many people as possible with positive information.

*If not you,  
then who?  
If not now,  
then when?*

Remember that your image depends on how your publics perceive you, and that perception will greatly affect both your chapter and your Fraternity. In particular, the way the media and students view your chapter will greatly impact how your chapter is viewed by each of its publics. Be sure to always emphasize the virtues to your publics. Make Phi Delta Theta accessible to everyone, being secretive will only lead to suspicion and negative connotations.

Finally, always remember that positive public relations begins internally. Your actions and attitude have the greatest influence on your publics at all times. Being friendly and pleasant in all interactions will not only help give the Fraternity a positive image, it will also help make you a better individual. You are a representative of your chapter and your Fraternity, so always be sure your actions represent behavior that is worthy of membership in Phi Delta Theta.

Good luck!



# *Ten Commandments of News Releases - Appendix A*

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Adapted from: *Public Relations: The Profession and the Practice (1983)*.

1. Thou shalt be selective with the releases thou sendest. Don't waste your ammunition on every little story possibility. Stories that bore you can bore reporters as well and leave a bad taste in their mouth.
2. Thou shalt not send multiple copies of the same release. It can cause confusion and waste time. If you do your homework and send it to the right department, your story has a good chance of being selected.
3. Thou shalt have contact names and phone numbers on all releases. Reporters must be able to contact someone who can clarify information. Generally use two contact people and include business and home phone numbers.
4. Thou shalt know deadlines. It is a good idea to let reporters know what is coming. This way they can properly plan for it and do some homework.
5. Thou shalt follow up with a telephone call. The follow up should just be a check to see if the release was received and if it is in the right department. Don't try to determine if it will be used- doing so disturbs the press.
6. Thou shalt take "no" for an answer. If, after having given it your best shot, the answer is "no," forget it. Don't be offended, and don't take it personally.
7. Thou shalt find out about standard criteria. Be familiar with the different media you will be selecting. Promotions and position changes occur frequently. Also know which department reports which types of stories.
8. Thou shalt know and respect the meaning of "exclusive." This means giving the story to one medium at the expense of all other media. Reporters who get burned tend to remember.
9. Thou shalt not send releases to people who left the publication years ago. Editors tend to frown upon mail addressed to a displaced, or sometimes deceased, predecessor.
10. Thou shalt get to know reporters before needing one. Develop a working relationship with a contact person in each of your desired media. They might not use all of your releases, but it helps to treat them like people. Using them as speakers at "Guest Night" can help.

# *Sample Strategies and Tactics -*

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## *Appendix B*

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### Celebratory events

Carnival, Pageant, Anniversary

### Commemorative events

Dedications, ground-breaking ceremonies, parades, parade floats

### Competitions

The best, fastest, largest, smallest, world records, mark of excellence

### Coalition building

Working out alliances with other key organizations and contacts

### Contests/Sweepstakes

Offer grand prize

### Fund-raising

Galas, events, a campaign to raise capital

### Information Booth/Traveling display/Public information program

Dispense information to people in public areas or crowded areas

### Literature/collateral material

Newsletter, brochures, flyers, articles

### Meetings/Conventions/Seminars

Information exchange with large, but targeted group

### News conference

Lunches, media tours, etc.

### Personality appearance/Spokesperson tour

Celebrity or expert hired to disseminate your information

### Product placement in movies or TV

Costs \$

### Public Service Announcements (PSAs)

For non-profit educational campaigns

### Scholarship

Offer a scholarship or other educational opportunities

### Speaker's Bureau

Provide expertise or training to a targeted group

### Social responsibility efforts

Organization or employees doing community work

### Underwriting

Sort of like ads, but on public television and public radio

### Wire releases

Wide broadcasting

# *Top 25 Overworked Ideas in Public Relations -*

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## *Appendix C*

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*(but always available for one more spin)*

**When using these ideas, or any of your own, always be sure you're promoting the *standards* of Phi Delta Theta!**

1. Guinness Book of World Records!
2. A talking/live billboard.
3. Celebrate a birthday or anniversary
4. Get on the Jumbotron of your local professional sports organization
5. Get a celebrity to participate or pitch in.
6. Find a charity tie-in.
7. Host a VIP presentation or reception.
8. Have a golden ticket game (i.e. “Willie Wonka and the Chocolate Factory” idea).
9. Deliver free food to local radio or television studio.
10. Develop a mascot; hold a naming contest.
11. Have an art contest for children.
12. Do a survey. Promote the heck out of it.
13. Create a David Letterman “Top Ten List.”
14. Traveling van exhibit (reaching low-income children, charities, or stressed out business executives).
15. Make a blimp. Fly it over your campus.
16. Do a video news release (VNR).
17. Publisher’s Clearinghouse-type giveaway.
18. Designate any day or month of the year, at the city/county/state level as “Phi Delta Theta Day”
19. Have singing telegrams.
20. Shine an appropriate message on the side of a building (“Batman” style).
21. Have a parade. Anywhere, anytime!
22. Have a teaser mailing/campaign.
23. Use babies and puppies.
24. Identify a trend; make up a trend.
25. If all else fails, bribe them! Use food, giveaways, money, etc.

# *Women's Fraternity Flowers & Founding Dates*

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## *Appendix D*

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### National Panhellenic Conference(NPC)

Alpha Chi Omega .....	Scarlet Carnation .....	October 15, 1885
Alpha Delta Pi .....	Purple Violet .....	May 15, 1851
Alpha Epsilon Phi .....	Lily-of-the-Valley .....	October 24, 1909
Alpha Gamma Delta .....	Red and Buff Roses .....	May 30, 1904
Alpha Omicron Pi .....	Jacqueminot Rose .....	January 2, 1897
Alpha Phi .....	Forget-me-Not & Lily-of-the-Valley .....	October 10, 1872
Alpha Sigma Alpha .....	Narcissus and Aster .....	November 15, 1901
Alpha Sigma Tau .....	Yellow Rose .....	November 4, 1899
Alpha Xi Delta .....	Pink Rose .....	April 17, 1893
Chi Omega .....	White Carnation .....	April 5, 1895
Delta Delta Delta .....	Pansy .....	Thanksgiving Eve, 1888
Delta Gamma .....	Cream Rose .....	December, 1873
Delta Phi Epsilon .....	Iris .....	March 17, 1917
Delta Zeta .....	Pink Rose .....	October 24, 1902
Gamma Phi Beta .....	Pink Carnation .....	November 11, 1874
Kappa Alpha Theta .....	Black and Gold Pansy .....	January 27, 1870
Kappa Delta .....	White Rose .....	October 23, 1897
Kappa Kappa Gamma .....	Fleur-de-Lis .....	October 13, 1870
Phi Mu .....	Rose Carnation .....	January 4, 1852
Phi Sigma Sigma .....	American Beauty Rose .....	November 26, 1913
Pi Beta Phi .....	Wine Carnation .....	April 28, 1867
Sigma Delta Tau .....	Tea Rose .....	March 25, 1917
Sigma Kappa .....	Violet .....	November 9, 1874
Sigma Sigma Sigma .....	Purple Violet .....	April 20, 1898
Theta Phi Alpha .....	White Rose .....	August 30, 1912
Zeta Tau Alpha .....	White Violet .....	October 15, 1898

### National Panhellenic Council(NPHC)

Alpha Kappa Alpha .....	Tea Rose .....	January 16, 1908
Delta Sigma Theta .....	Violet .....	January 13, 1913
Sigma Gamma Rho .....	Tea Rose .....	November 12, 1922
Zeta Phi Beta .....	White Rose .....	January 16, 1920