

FarmHouse International Fraternity

Public Relations Handbook



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**FarmHouse International Fraternity
Public Relations Handbook**

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I. INTRODUCTION

It is imperative for a chapter to create and maintain a positive image on the campus and in the community. Ideally the best way to do that is to ensure that the conduct of the chapter and its members is always above reproach. However, even if the chapter does nothing wrong, it still needs to manage its image and ensure that its good work does not go unrecognized.

While one man coordinates public relations for the chapter, it truly is a reflection of ALL members. What one man does reflects upon the entire chapter, and FarmHouse as a whole. Perception is often reality and how the chapter manages its image has a tremendous impact on recruitment, your relationship with the university and community, and your relationship with alumni.

This handbook is designed to help your chapter focus its operations toward fostering a positive public image. It will outline various programs your chapter can implement and also provide steps to present them to the various constituencies around your campus and community. Other features include surveys that enable you to evaluate how your chapter and others are perceived, how to organize a Public Relations Committee, each officer's role in public relations, educating the chapter about public relations, and implementing changes in your chapter to improve your image.

II. RESPONSIBILITIES

Director of Administration

The Director of Administration does the official work of the chapter, often behind the scenes. He may not get all of the credit that he deserves. However, a Chapter without a responsible Director of Administration may quickly tumble to the wayside. One of the Director of Administration's primary duties is to coordinate all public relations efforts by the chapter and he serves as the de facto chapter spokesman after the President. This individual is responsible for the collection and dissemination of information about the chapter to all interfraternal groups, campus, and community media sources. Keeping others informed on upcoming events or potential news items is key to having a positive working relationship and being satisfied with the coverage of chapter activities and the chapter's reputation.

While in times of crisis, the President is the only person initially authorized to speak with the media, the Director of Administration needs to coordinate any contacts with the media. These are the specific public relations responsibilities of the Director of Administration.

- Coordinate all public relations efforts of chapter
- Send press releases to local and campus newspapers and notify the media for positive events.
- Coordinate the chapter's Website and ensure that the site is regularly updated.
- Edit the chapter newsletter, recruitment materials, and other community outreach publications.
- Ensure the International Office is on the distribution list for all chapter communications
- Work with the Director of Alumni Relations to maintain the chapter and alumni databases
- Coordinate publicity for chapter and alumni functions
- Submit news to the hometown papers of members
- Work with the Historian to submit all materials for issues of *Pearls and Rubies*.
- Supervise and carry out the campus/community relations program of the Chapter.
- Educate and encourage chapter participation in campus contests and events.
- Keep members abreast of campus organization opportunities.
- Work with the Association Board to obtain and disseminate alumni news.

President

The Chapter President is responsible for the chapter and is the primary contact for officers, chapter members, alumni volunteers, university officials, and International Headquarters staff. The President serves as the official spokesman and representative of the Chapter at all times. This includes representing the chapter at Biennial Meetings (Conclave), Leadership Conferences, and other official events unless he designates another person as such.

It is imperative that all members of the chapter understand that in times of crisis, accidents, etc., that the only person authorized to speak about those subjects to people outside of the chapter are the President as coordinated by the Director of Administration.

Director of Risk Management

The Director of Risk Management position was created to develop, implement and supervise a risk management program at the chapter. An important part of managing the chapter's behavior is preparing it to deal with crises and emergencies – and public relations is a vital part of managing such an incident. The Director of Risk Management must ensure the chapter is educated on all Risk Management policies and procedures and can clearly communicate them to guests and members of the community. Ensuring that the chapter follows Risk Management procedures in their daily lives and that the chapter house and events follow these procedures will go a long way towards presenting FarmHouse in a positive manner.

III. MAINTAINING A POSITIVE IMAGE

The Challenges

Greeks are constantly under fire. Many groups simply have a negative perception of the Greek system, especially men's fraternities. Greek campus life in the '60's, '70's, '80's, and the '90's and its perception have created a public relations nightmare. Those outside the Greek system have based their opinions on facts presented to them by the actions of a few fraternities, the media's portrayal of Greeks, and their own personal experiences. These sources, coupled with misconceptions presented by movies such as *Animal House*, TV talk shows and editorials have scarred the Greek system. We have a long way to go in regaining the prestige fraternities once held in society.

It is a two-pronged challenge. The first area to address is in your chapter. If the negative stereotypes and public concerns are the norm in your chapter, you will need to "clean up your act." A few bad chapters will ruin public relations for the entire system. When fraternities stop hazing, abusing alcohol, mistreating women and being "out of control," the articles in the paper will not dwell on negative facts. There would most likely be a lot less articles because there would be no negative facts to report.

The second area is dealing with your various constituencies. This requires a proactive strategy that presents FarmHouse and the Greek system in a positive light. We cannot afford to sit back and hope that our good actions are noticed – we need to present them to the public and ensure that the message is heard, understood, and accepted.

Assess Chapter Problem Areas

Public Relations begins with perception. The public has a perception of your chapter and the Greek System that, whether right or wrong, needs to be addressed as if it is reality. Their beliefs stem from years of press coverage, movies, experiences and stories. You need to identify your constituencies and how they perceive FarmHouse and the Greek system.

The bigger question is, do their perceptions and concerns match reality? Evaluate your chapter and the Greek system as a whole. Sample internal and external evaluation forms are at the end of this handbook. Do the concerns of these constituents appear in chapter operations? After comparing their concerns and your conduct – assess which areas need to be changed or eliminated.

You will need to improve your operational standards and personal conduct to a level that is acceptable to the public's standards. This includes the elimination of hazing, responsible use of alcohol, not condoning activities and programs that degrade or mistreat women, and zero tolerance of illegal drug use and especially its sale by chapter members. The chapter should contribute to the campus community and be seen as a positive influence in the classroom, and on campus.

It is important to be proactive in your public relations. This means that a conscious awareness of your image by the chapter and its members is necessary – not just as a response to bad press or criticism. It is not enough to recognize your problems. The key to successfully addressing those image problems is to continually make the efforts required to maintain an image above reproach. It is one thing to bring your chapter to an acceptable level – it is quite another thing to strive to be the best you can be and foster constant improvement.

"Anything anyone sees you do is Public Relations." ~College Fraternity Editors Association

Positive Public Relations Tools

Maintain Relationships

Maintenance consists of implementing a strong public relations emphasis in new member education, officer responsibilities, and chapter activities. An important part of anyone's image is communication. If you stay in contact with your various constituencies, it makes difficult situations much easier to manage when there is a personal relationship involved. Keep them informed about chapter events and progress in your efforts to manage the chapter's image and conduct internally and externally.

International Headquarters

When your chapter does community service projects, or any activity that reflects well upon FarmHouse, make sure the International Headquarters is informed. The International Headquarters would like to tell other chapters about your success on the website and in publication like *Pearls & Rubies*. If something bad does happen, it is vital that you contact the International Headquarters immediately. The International Headquarters staff can help guide you through the situation, avoiding unnecessary "bad press." Too often, when something of a serious nature occurs, it is the brother who does not follow PR procedures for the situation that makes it worse. You can email information regarding your recent successes to FHHQ@FarmHouse.org or mail it directly to the International Headquarters.

Remember, if something unfortunate does occur, call the FarmHouse International Headquarters at **(800) 722-1905** and ALWAYS follow risk management procedures in the event of a crisis or emergency.

Identifying Target Constituencies

The "public" actually consists of many discrete groups inside and outside of the Greek community. In general, the public consists of groups of people who are affected directly and indirectly by the actions of your chapter and/or Greek system. The following breakdown addresses different constituencies and the programs and policies that can help your chapter maintain a positive image with that particular group.

The Campus Community:

- **Faculty:** *Use faculty as advisers.* Faculty members have expertise in many areas that can help a chapter including finance, marketing (recruitment), and even public relations. These faculty advisers should include members who are not initiated into FarmHouse. After a year of service they, if male and not a member of another fraternity, may be initiated as a members. If female, they can receive the Skinner Award or some other suitable recognition. Take advantage of these under-utilized resources. Watch your conduct in the classroom: Fraternity members who are late to class, disrupt class and ditch class, leave a negative impression with the professor. Be on time, attend regularly, participate, and meet with the professor outside of the classroom.

Use "Guest Night" to invite a faculty member to speak. This is a good tool that can help faculty gain some insight to the fraternity and can also help in a chapter's education. Examples include a faculty member talking on the history of the institution, current political events, or scholarship in general.

Have a "Faculty Appreciation Dinner." This can be combined with a chapter scholarship banquet. It is an excellent opportunity for the faculty to see the emphasis we place on academics. It is also a chance to thank outstanding faculty members through the presentation of awards. The chapter could sponsor some unique and creative awards such as Most Creative Professor, Most Helpful Professor, and Faculty of the Year. Also use this time to thank your advisors. Do not forget to invite the campus media and Student Affairs professionals.

Organize events with faculty. A faculty versus fraternity softball (or any sport) game is an excellent opportunity to meet professors in a more casual setting. Another opportunity is to co-sponsor a community service/philanthropic effort with faculty members. These activities make great press. Send copies of your chapter newsletter to select faculty as well: Keep faculty informed on the

progress of your chapter. If you want to be more sophisticated, create a special newsletter geared to faculty with an emphasis on scholarship, scholarship programming, and a calendar of faculty events. In most cases, it is okay to send your alumni/parent newsletter.

Use Positive Visibility at University events: Many faculty members are present at events such as football games, homecoming festivities, and other special events on campus. Avoid staging pranks or heckling. Try to support these activities with spirit and class, which will leave a good impression of FarmHouse with the faculty in attendance.

- **Administration:** *Attend regularly scheduled meetings with the Greek Advisor at least monthly.* This will ensure that you are communicating with the Greek Affairs Department. Be open and honest and let them help. If your only contact with him/her is negative, then that will be the perception of the chapter. Develop a good working relationship. Invite the Greek Advisor to speak at a "Guest Night." The Greek advisor should be known to the whole chapter and he should know the whole chapter -- not just the leaders who come to his office. This will promote mutual understanding.

Invite other administrators to "Guest Night." or other fraternity activities. Some might include the University President, a member of the Board of Governors/Regents, someone in Student Affairs, someone from Admissions and Records, or someone from the Athletic Department. They can speak on any topic, including "how to" and current events. Don't forget to send a copy of the chapter's newsletter to every department so that every faculty member will have a chance to see it.

Get members involved in student organizations. The Total Member Educator should encourage members to get involved in campus life including new student orientation, student government, IFC, departmental clubs, campus committees, and athletics. Many administrators are involved with these groups as well and it serves as a good opportunity to let them know who you are.

Send letters of "congratulations" or "thank you," Many administrators and faculty members publish, receive awards, and/or make decisions that help Greeks. Let them know you appreciate their efforts.

- **Non-Greek students & Prospective members:** *Market items that help students with your logo or information.* Good examples include calendars with important dates (recruitment included) with advertising from local sources to supplement the cost, book covers, maps, and directories. These items should be given to students who live on campus as a resource provided by FarmHouse.

Utilize the campus press. Use advertising in the campus newspaper, have FarmHouse materials included in registration materials if possible, use press releases and public service announcements to get coverage of events, and try to get exposure through the campus radio station.

Sponsor scholarships for non-Greeks. Have applications for students based on need, achievement, and unique situations. This could include a foreign student, a re-entry student who works 40 hours and carries 18 units, or any other noteworthy accomplishment.

Open your chapter house. You can utilize your "Guest Night" for campus wide presentations. Invite students from the residence halls. Have an open house or sponsor a pep rally before a big athletic event.

Positive Visibility. Again, watch your actions. Don't discriminate against any minority groups -- members of these are potential members of your chapter. For good publicity, try breaking a world's record, in addition to football and basketball -- support other athletic events as a group like softball, soccer, lacrosse, and water polo to name a few. Participate in orientation for new students, helping new students move into residence halls, and involvement in campus activities and clubs.

Have exchanges with other clubs or residence halls. This serves many purposes, the main being the breaking of the barrier between Greeks and non-Greeks. It also can act as a springboard to get members from these groups to join the Fraternity.

Use fliers, posters, and banners. Chapters can show school spirit by hanging a banner at a football game. Also placing posters that say "FarmHouse backs the (school mascot)" will give you exposure and present you in a positive light. These tools also support your personal recruitment effort. Develop a positive recruitment campaign based on ideals and advantages of Greek life and as a member of FarmHouse.

- **Men's and Women's Fraternities on Campus:** *Do NOT bash other Greeks.* Inter-fraternalism should be paramount. It is okay to be rivals, but not enemies. If the Greek system is divided, it looks bad. Be involved in IFC: A chapter should always be represented and should always strive to have an officer on IFC. If your IFC is "weak" or "doesn't like FarmHouse," get involved and make a difference.

Have functions with different groups. In addition to social exchanges and mixers, try co-sponsoring a philanthropy, new member education, or officer exchanges. Sports are another avenue for building better relations. Send the different groups congratulatory cards, Christmas cards, and welcome back cards. This is good communication. Some other ideas include sending women's fraternities their flower and card on their founder's day (see appendix for list), congratulations to new officers, anniversary cards to fraternities, and even organize awards for them.

Send your chapter newsletter to the Greeks on campus. This shares ideas and will help them better understand the things they don't necessarily see in your chapter. Start a Greek Newspaper or a page devoted to Greek Life for the system and other students: This can be a valuable tool to dispel myths, promote recruitment, and promote community service. It proves extremely valuable at institutions with an anti-Greek campus paper. Don't steal or vandalize property: This can escalate into bad relations between chapters and send the wrong message to the campus.

Be involved. Support the programs offered by other groups and join their governance organizations. Do not discriminate: These councils all deal with similar problems. If you are on one of these councils, make sure you cooperate with each other.

Sponsor a dinner for the officers from these groups. It is a great opportunity to meet them and hear of their goals and programs. Many times these programs include scholarships or opportunities for resume building projects. It also gives them the opportunity to find out more about your fraternity. Send them a copy of your newsletter: For obvious reasons you want to share the good news of your chapter with the governing students in the Greek system.

- **Student Government & Other Student Organizations:** *Run for office.* Having FarmHouse members in student government is a great way to gain exposure and credibility. It helps in recruitment as well as keeps you represented, in person, to the group.

Join campus clubs. FarmHouse alone cannot totally prepare a man for "the real world." Join professional or departmental clubs that will give you more exposure to your field of study. This helps propel FarmHouse members into prominent positions from having more background. It also helps your visibility on campus.

Invite them to "Guest Night:" These groups will support and learn from your guest speakers. Also let them be a part of a forum to present your chapter with their mission and provide information or make announcements.

- **The Campus Press:** *Try co-sponsoring philanthropy with their staff.* This can help get them to see and be included in a positive aspect of Greek life.

Get involved. Have members apply for positions with the press. There are opportunities in advertising, journalism, and office work. Once you develop some personal friendships, they will start to know and understand you better. Do not sit back and complain -- do something to correct the situation.

Speak to them in their language. Utilize press releases and public service announcements. Even if they don't cover your story -- they will gradually see the positive things that FarmHouse members do. Have the advisors for the paper over for guest night: It is usually the students who have a problem with the fraternities. The advisor can be a guest speaker and get to know the chapter, which gives you an important contact.

The FarmHouse Public:

- **Chapter Members:** *Develop an awards program.* Awards can help develop motivation and bring recognition to those whom do good work. These awards need to reinforce acceptable behavior. Good examples of awards to present are: Helping Hand, Outstanding Scholarship, Most Improved Scholarship, Outstanding Athlete, Best Attitude, Outstanding Committee Chairman, Outstanding Officer, Special Recognition for Campus Involvement, and other awards that help encourage other acts that benefit FarmHouse. These should be presented at a formal banquet or chapter dinner.

Develop a chapter phone tree. This is important to help keep the out of house brothers informed. If there are spur of the moment activities, changes in meetings, or any other news that is hard to send through the chapter -- a phone tree helps organize "the grapevine" so all brothers can be informed. This tool is a necessity for chapters that don't have housing, or don't have enough housing. Develop a chapter newsletter: This is another tool that helps all brothers feel involved. The newsletter should contain important dates, policy changes, and recognition of brother's accomplishments, updates on conferences and conventions, and financial deadlines. This keeps the chapter well informed and serves as a backup to meetings.

Host a chapter retreat. A Brotherhood Retreat can be a great way to keep the brothers interested in FarmHouse. These retreats let all brothers contribute. They also go a long way in breaking up cliques and solving problems.

Have guest speakers. It is the role of the fraternity to help develop our members spiritually, socially, and academically. The fraternity can keep its promise by having speakers address a variety of topics including resumes, study skills, alcohol/drug abuse, current events, dress for success, and other beneficial presentations.

- **New Members of your Chapter:** *Do NOT Haze.* There is no worse public relations problem than being known as a hazing chapter. If you do haze your new members and one quits -- you can quickly gain a negative image. Have new members serve on committees: If new members start to learn about and contribute to the chapter from the start -- they will be better and more loyal members of your organization. They will also learn more which prepares them for brotherhood.

Help them with their studies. The saddest thing that could happen is when a member or new member blames the chapter for a drop in grades. It is our duty to help our members -- especially our newest members -- DO BETTER by joining a fraternity than if they did not join.

- **International Headquarters & Consultant Staff:** *Communicate in a timely manner.* This will ensure that the headquarters has enough information to make decisions concerning schedules, visits,

programming, and support. Good communication with the International Headquarters can result in good public relations in the magazine. Chapters should send in examples of their accomplishments on a monthly basis. The officers should maintain email and phone contact regularly as well.

Be a good host for visits. Your hospitality during Consultant visits and other volunteer/staff visits goes a long way in their evaluation of your chapter. The appearance of the house, friendliness of members, and honesty of members are all areas that should be addressed. Always put yourself in their shoes. How would you like to go to a messy house, be offered a couch, be ignored for meals, and be treated as an outsider?

Cooperate. Take advantage of the resources, the networking, and the knowledge at the International Headquarters. Chapters waste a lot of time when they don't take advantage of the services provided.

Correspondence. This includes Christmas cards, thank you letters after visits, and invitations/announcements to/of chapter events. Your Consultant should receive copies of your semester calendar, rush schedule, and other important dates during which he can schedule a visit. Use them in new member education.

- **Other Chapters of FarmHouse: Executive Retreats.** This is a great way to start Inter-chapter relations with other schools that have FarmHouse chapters. Since most chapters have similar issues – it is important not to let rivalry interfere with this objective. Executive officers face similar challenges and a retreat can be a learning experience for both chapters.

Take advantage of conferences. A conference is an opportunity to interact with other FarmHouse undergraduates, professional staff and alumni volunteers. Each chapter should strive to have over half of their members in attendance. Many chapters have developed good relations with a nearby chapter or many chapters in a local region. Having events together such as parties, softball games, university football game exchanges, and retreats can help foster brotherhood.

Keep in touch. Many chapters have been able to save money by traveling together to Conclave, sharing recruitment events in nearby cities, and by combining efforts in locating alumni. Since we are an international fraternity -- we should not just operate as individual chapters.

- **Alumni of Your Chapter and Other Area Alumni: Develop an Alumni Newsletter.** This should be sent at least once a semester. It should contain 50% alumni news and 50% chapter news. The focus needs to be on helping them know when alumni events at the chapter are scheduled, what other alumni are doing, and changes in FarmHouse internationally, and how the local chapter is doing. More advice and samples are available in the Chapter Operations Handbook or in the Director of Alumni Relations.

Work with Alumni Association. Don't think in terms of our Association's being all about housing. FarmHouse Associations are expected to do much more than just maintain the chapter house and collect rent from the chapter. Besides providing housing for the chapter, they also should help work with the chapter to schedule golf tournaments, banquets, football tailgaters, Friday luncheons, and even philanthropies.

Develop an Alumni Big Brother Program. This can be a valuable tool in bridging the gap between alumni and the chapter. If alumni in the area have the time to spend one day a month with a little brother – it can have a tremendous impact on the new member's development.

Develop an Alumni Phone Tree. The chapter needs to keep personal contact with the alumni who are involved. This phone tree would be designed to supplement the newsletter. Personal calls to keep

prominent alumni informed of recent developments can help keep their support. The worst scenario is when alumni hear important news from the chapter “second hand.”

Friends of FarmHouse:

- **Parents of Chapter Members and New Members:** *Celebrate Parents’ Day.* Have a day where parents of the chapter can come to the chapter house, or campus, and meet the members of the chapter. This day should be designed to entertain families – not members. There should be no emphasis on alcohol. Have games, a couple of speeches, pictures, a nice meal, house tours, and some activities that get families meeting each other. This can be extremely effective for recruitment as parents can become involved in their son’s fraternity and learn about FarmHouse.

Write letters to parents. Each parent of a new member or even a potential member should get a letter explaining FarmHouse and the chapter, its benefits and costs, and other information designed for them to support their son’s decision. The chapter can write this letter, or an even better way is to have a letter be written by an involved parent of a member, explaining how FarmHouse helped their son.

Develop Mothers’ & Fathers’ Clubs (or Parents’ Clubs). This is a good way to keep parents informed and involved. This club can be a great resource in bringing extra resources and finances into the chapter. It also can help by sending members to conferences and conventions. Many chapters have combined parents and alumni in their programming by inviting everyone to Founders’ Day.

Develop a parents’ newsletter. You should develop a separate newsletter for parents, but if funds are short, you should send copies of the alumni newsletter to parents. A good parents’ newsletter contains information on the chapter’s accomplishments, university events, individual achievement in the chapter, and updates parents on dates when they are involved in the chapter. It can also provide information on rent/dues due dates.

- **Guests at the Chapter House and Events:** *Do not ignore strangers at your chapter.* The worst thing a chapter can do is to ignore an unidentified visitor. There is no reason to be shy - you are the host. If a person walks around for fifteen minutes before he is greeted, he/she will have a negative impression of the chapter. Any brother or new member should be instructed to greet a guest AND introduce him/her to others. Do not greet them and leave them alone.

Give a tour of the house. It is a good touch to give first time visitors to your chapter a nice tour of the house. This is usually done in recruitment and should be done in most cases with guests. It can be to your advantage to have a rehearsed tour where some history of the chapter is introduced as well. This can be taught in new member education. The tour can conclude with the guest signing a registry.

Have a guest registry book. This helps them feel welcome. Have them sign in - as is often done at weddings. This helps in writing thank you letters or in expanding the list of people to send a newsletter. Develop souvenirs: There are many FarmHouse mementos, which can be given to guests. This can include pens and pencils, coasters, clothing, or even red and white roses for female guests. The memento should remind the person of a unique quality of your chapter.

- **Business Contacts and Vendor Relationships:** *Send greeting cards.* Developing a good relationship with your suppliers and business contacts can help ensure cooperation in the future. It is a good touch to send Christmas cards and other holiday items such as candy.

Develop a personal contact.: When dealing with larger companies, it can be to your advantage to develop a personal relationship with a specific representative. This can help during times when something goes wrong. This is especially important in dealing with food suppliers.

Operate in a timely manner. Late payments, last minute requests, and a lack of communication can result in bad public relations. Companies have policies and procedures that, when thrown off, cause them trouble. This practice can affect a long-term relationship with a company where they may choose not to accept your business. Avoid long-term contracts: Since your chapter officers typically serve terms of one year or less they should not enter into long-term contracts. The Association should sign many contracts of this nature. Contracts such as composite pictures, recruitment supplies, and office supplies can be signed and renewed on an annual basis. The needs and operating levels of a chapter often change drastically over the course of two years.

Invite them to chapter events. Some FarmHouse chapters have invited long time business contacts to events such as Founders' Day and special dinners. Many of their contacts are university alumni or involved in the college. This is a good opportunity to thank them for helping the fraternity and giving them a chance to meet the members of the chapter. Obviously, this is not done for all suppliers, but those who have stuck with you for a while.

- **Chapter Employees:** *Pay them on time.* Remember, their livelihood depends on receiving their paychecks on time. It is important to establish written expectations with them; for example, all paychecks will be issued by the 5th and 20th of each month.

Study employee relations. There are many laws and practices that affect an employment situation. Time off, sick days, breaks, benefits, notices, and basic communication can affect the relationship of the employee with your chapter. Disgruntled employees can have a negative effect on a chapter's image by bringing a lawsuit. It is ideal to have the employee relationship handled by the alumni, if possible. If not, have a professor or an advisor help establish policies for a good relationship.

Personal contact. It is good to be friendly to your employees. Obviously, you do not want to lose them. Birthday cards, Christmas bonuses, and small surprises can help keep them around. Finding new employees, especially a cook or housemother, can be difficult.

The General Community:

- **Civic leaders:** *Do community service.* This is a good way to get the leaders of your community to take notice. Helping the less fortunate brings value to your organization. Many of the non-profit groups belong to the Chamber of Commerce, which has contact with city officials. Join the local chamber of commerce. This can be a valuable tool in networking. If your chapter, preferably the IFC, joins they can easily obtain mention in city brochures, obtain projects, and become involved in civic activities. It is also a valuable tool for older members to network for future employment.

Become politically involved. In the past, some chapters with houses have had their chapter as a licensed polling place. Many members have also volunteered for service to candidates or political parties to help increase voter turnout. These opportunities usually bring with them substantial press coverage. Invite city officials to chapter dinners as guest speakers: This is a great way to help improve the image of fraternities with public officials. It gives them an opportunity to see first hand the quality of FarmHouse members, their politeness and appearance. It also gives them an opportunity to aid in our development by presenting topics that concern the city and local government, which affect the school. This often can result in good press coverage.

Honor dedicated officials as honorary members or present achievement awards. Many city officials can move on to bigger and better offices. If the Fraternity can make them an honorary member and help in any campaign work, time, recognition, and money is often returned by the candidate. Who knows, maybe a FarmHouse member could make it to the White House?

- **Law Enforcement:** *Cooperate with local law enforcement.* By scheduling officers to give crime prevention seminars, workshops on community issues, and helping with neighborhood watch, the chapter can establish a good rapport with the police department. This helps improve their response time to chapter emergencies and provides a contact person on both sides.
- **Neighbors:** *Sponsor a neighborhood watch.* Some FarmHouse chapters are in residential neighborhoods, which isn't always popular with the neighbors. By becoming responsible in the neighborhood, you can prevent any bad relations, which might develop. A neighborhood watch program is useful because the members are usually up and about later at night than the neighbors. This helps as a deterrent to any crimes, which may occur.

Notify neighbors of any late events. This is common courtesy. If you are hosting an event where noise might persist beyond your property, give your neighbors proper notice, generally 72 hours in advance. Let them know the times so they can, if they chose, make alternate arrangements.

Have a block party. This is a good way to get to know your neighbors. You can sponsor games and activities along with a barbecue or lunch. Let them know they are welcome in the FarmHouse chapter house. Offer tours to help acquaint them with your property.

Do not litter. If the house makes the neighborhood look dingy or dirty, you will have bad public relations. Make sure you clean up on a regular basis. Also, the appearance of the yard and house plays a major part. Avoid boarded up windows, broken down cars, dirty lawns, and other unsightly features that detract from the neighborhood.

- **The Media:** *Co-sponsor philanthropy events.* By having radio stations and newspapers do philanthropy with you, you can gain extra exposure in their medium. Utilize press releases and public service announcements: These are the ways to communicate with the media. Send these out as outlined in this manual. It will increase the chances of being covered in the press.

Advertise. Placing advertisements contributes to the income of the paper. If your chapter ever has a good news story written on a philanthropy or accomplishment it will, in general, be more positive or in a more prominent position in the paper since you help “pay the bills.”

- **Local High School Students/Parents:** *Participate in orientation.* This is a good way to meet potential members before recruitment. It is also a way to impress parents by being polite and helpful. It is important for the fraternity system to be represented by its leaders to its future members.

Sponsor high school scholarships. Many chapters have given financial scholarships (\$50-\$250) for outstanding high school students with impressive leadership, scholarship, and extra-curricular involvement. This is good for exposure to parents and other high school students. It puts their first impression of a fraternity and of FarmHouse in a positive light.

Perform philanthropic projects with high school organizations. People who join clubs in high school are likely to join fraternities in college. By showing them the value, while they are in high school, you can start recruiting early without really seeming to recruit. Events such as neighborhood cleanup, highway cleanup, bike-a-thons, and others are a good way to meet young people.

- **The Local Community:** *Perform community service and philanthropy.* There are literally hundreds of different service projects chapters can perform. They can take form in two ways: raising money and giving time. This section will list many of the different projects that chapters have completed.

Fund Raising Ideas: Auction the services of fraternity members; Sponsor athletic tournaments; Marathons or teeter-totter with hourly sponsors; Closest to the pin golf contest; Recycle; Pancake breakfast; Food sale; Collect donations door to door; Raffles or drawings; Toy/clothes drive; Bike/Walk/Jog-a-thon; Car washes; and E-Bay or Yard sales.

Service: Sponsor and coach a little league team; Second Harvest; Adopt-a-grandparent, underprivileged child, or highway; Haunted House at Halloween for local children; Construction and yard work for charity groups or neighbors; Easter Egg hunt; Habitat for Humanity; Donate blood, host a blood drive; Aid in voter registration; Safe walk/ride program; Help the homeless

IV. PUBLIC RELATIONS CAMPAIGN

Process

Your Public Relations campaign will begin as the chapter begins its internal changes. The community service and philanthropic work of the chapter is not public relations in and of itself. The Community Service and Philanthropy Chairman is a separate position from the Director of Administration. These two functions involve different skills and agendas. They are related in the sense that philanthropy is a part of public relations, but in almost all cases, a community service and philanthropy chairman does not have time to organize an event AND solicit news coverage and attendance. That is why a PR Committee and organizational skills are vital to the chapter's management of its image.

PR Committee

Depending on the size of your chapter, the committee can take different forms. For most chapters, these brothers should be selected outside of the executive council. They would work in conjunction with officers of the chapter as well as other committees in assigning public relations duties and coordinating help on special projects. A PR Committee might be chaired by the Director of Administration and comprised of two (2) brothers and two (2) new members. The committee members should work with the committees and officers responsible for Philanthropy, Scholarship, Alumni Relations, Recruitment, Intramurals, Social events, and the IFC so that all of their work is properly announced and recorded.

It also enables the committee members to keep personal conduct and the chapter's image in mind during the planning and execution of their events. Once your committee is in place, they will need to identify the public relations tools and programs they have at their disposal and determine which will most impact a particular constituency. Then the appropriate officers and committees will be selected to help implement them.

Perception

You have taken stock of your chapter and assessed your various constituencies. With an organizational framework in place, you can do a more thorough assessment of how the chapter is perceived by outsiders with the evaluation tools at the end of this handbook. The Greek Life Questionnaire should be distributed to your identified constituencies in large enough quantities that will give you a good feel of their position. Do not necessarily expect an enormous response rate, so make sure you reach out to as many groups as possible. Usually about ten to each group is sufficient.

This Greek Life Questionnaire is designed for overall impressions of the Greek System. Those sources close to your chapter, i.e., friends, business contacts, and alumni, will respond with comments more specific to your chapter, than the system in general, so keep that in mind. **DO NOT ASSUME YOU KNOW THE IMPRESSION OF A TARGET AUDIENCE.** You will be surprised to discover the positives and negatives and where they come from. Once this information is gathered, it should be sorted and deciphered. A general impression from each group will be determined.

The additional evaluation materials in Section V, such as the Public Relations Target form and Target profile, provide a method to determine areas of concentration for action. This profile can be given to the appropriate officer or committee that will address this target group.

One last tool to use is a Chapter Overview. This should be distributed to all members of the chapter for an HONEST assessment of the chapter. This is not going to be given to any outside sources – it will be to compare the internal and external opinions of Greek Life to determine if your chapter is part of the solution, or part of the problem.

You Need a Good Product

All of the slick marketing in the world cannot cover up a bad product – or chapter. Successful organizations and business have a good marketing campaign and a good product or service. Having only one of these features will guarantee failure in the long run. If you have a good public relations program, and a bad chapter

– it results in more negative views from the public. You also appear to be hypocrites and liars. If you have a good chapter, but poor PR, no one knows of your actions and the perceptions of your public do not change. To be successful, you must have both. The changes start with your chapter evaluation. Many times when you are part of an organization, it is hard to get an overall view of its quality and value. By combining external and internal opinions towards your chapter, you can determine what areas need to be addressed.

The changes can only take place when the chapter leadership has a focus. A set of short-term and long-term goals is crucial. There can be some brothers who feel that it does not matter what “others” think and there will be others who like things “as they are.” Individualism and independence are wonderful things. But eh chapter has larger social obligations since it is group that is part of society and therefore subject to certain norms and standards that ALL of the brothers agree to uphold when they make a commitment to join FarmHouse as new members. Every chapter needs to aim for the top and not be satisfied with being good enough and the status quo. This will ensure that your chapter will eliminate any potentially dangerous activities and attitudes and then a good image will follow. Start changing now. Be proactive – not reactive.

Appearance

Image is very important in public relations. Your appearance can have a positive effect on your perception. This appearance is beneficial with faculty, administration, other students, parents and alumni. The factors that contribute to your appearance as a group and individuals are attitude, dress and conduct. Many chapters and brothers have an image that seems elitist or their attitude is hostile and they display their pride by denouncing others or by being obnoxious. That makes it easy for “outsiders” to criticize Greeks. Chapter members should not be exclusive in their friends. Having friends outside the fraternity is as crucial as including these friends in chapter activities. The more people understand the fraternity – the less it will be criticized. The chapter and its members should be outgoing, friendly and helpful.

Dress

Dress is important as well. As a social organization, it is our mission to prepare our members for society. This includes presenting yourself in a way accepted by society. This does not mean that all members should dress alike or wear suits all the time. They should know when and how to dress appropriately for different situations. Many chapters look foolish, immature and lazy due to the fact that they are not concerned with their dress. Here are some good guidelines for how to dress for different occasions:

Formal

(Tuxedo, Black tie):

- Chapter Formals/Banquets

- General Meetings with officials
- Parents’ Day
- Alumni Events
- To classroom -- optional

Semi-Formal/ Business Attire

(Suit, Shirt & tie, Sport coat & slacks, dress shoes)

- Guests, Guest Speakers
- Banquets
- Initiation
- New Member Ceremony
- Ritual Meeting
- Recruitment – optional – officers
- Job Interviews
- Important meetings with officials

Casual

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

- To classroom
- Visible situations not mentioned above
- Meals at chapter
- Campus events

Nice/Business Casual

(No jeans, collared shirt, nice shoes)

- Recruitment
- Philanthropic events

Dress Down

(Old clothes, regular shorts, sweats, hats...)

- Leisure time
- House work, labor
- Participating in athletics

Remember these are guidelines – not mandates. It is a fact that in society people judge others a lot on what they wear. Whether this is right or wrong -- we must understand this and take advantage of the public relations opportunity it presents.

T-shirts

This is one of the most potentially explosive areas of chapter visibility. Most fraternity T-shirts are designed to represent major parties, events, recruitment, and other aspects of Greek life. At the same time, most fraternity T-shirts reinforce a negative perception of fraternity life by glorifying alcohol abuse, alcohol sponsorships, racism, sexism, elitism, and just plain stupid behavior.

It is a violation of our Risk Management program to co-sponsor an event with an alcohol distributor. Even if the shirt has a responsible drinking slogan like “Know when to say when” or “Friends don't let friends drive drunk,” the shirt still says fraternities exist to drink alcohol. Although alcohol is a part of college life and society, that image does not need any more encouragement. Instead of having alcohol sponsors on T-shirts, use radio stations, record stores, restaurants (that make more than 50% of their revenue from food sales), and novelty stores in the college area.

The name, letters, and coat of arms of FarmHouse are all copyrighted. Distributors who use our name, letters, or coat of arms improperly and without permission are subject to legal action. It is a privilege for a FarmHouse chapter to use these symbols. This privilege, if abused, can be revoked up to and including the revocation of a charter. One chapter's abuse of our name can ruin any other progress our Fraternity has made.

If you are unsure whether your T-shirt is acceptable, screen the idea through the following criteria:

- The T-shirt is consistent with FarmHouse's ideals and objectives.
- There are no references to alcohol in picture, logo, or slogan.
- Women are not portrayed or referred to as sex objects and are portrayed with dignity and respect.
- The slogan or pictures will not be seen offensive by a minority group.
- What would your constituencies think of the shirt?

T-shirts are a fantastic tool for positive public relations. They can show chapter spirit and unity at athletic events, university functions, and Greek events. During recruitment they are extremely helpful to aid in name recognition, additional exposure, and providing information.

Conduct

Dressing well does not excuse inappropriate conduct. There is a time to “let loose” and there is a time to be serious. Your conduct greatly contributes to your appearance. People will judge FarmHouse on the quality of the people in it.

Everything your members do will affect a chapter's image. Public Relations needs to be understood by old and new members. Since the actions of a few can tarnish the rest of the group, a chapter needs to be aware and maintain standards of behavior.

Print Media, Blogs & the Web

Newsletters

Newsletters can be an effective method of communication, whether in electronic or print formats. Both have its advantages and disadvantages. They should be used to communicate with alumni of the chapter, parents of current chapter members, friends of FarmHouse, advisors, FarmHouse chapters in the region or area, and selected FarmHouse officials including the International Headquarters and International Board.

Newsletters should contain current events and news that is relevant to what each market wants to hear. You want to put yourself in their shoes and answer the questions, or address the concerns, your public might have.

Items to include in your newsletter:

- Scholarship information, results and achievements.
- Philanthropic events.
- Recruitment results and new member education update.
- Alumni update, profile, success stories and networking.
- Calendar of events; guest speakers, alumni/parent gatherings, campus events and initiation.
- Chapter accomplishments; awards, home improvements etc.
- “Thank you’s” – be sure to thank people for donations of time, money and service.
- Invite feedback, let your audience contribute to the fraternity.
- Individual accomplishments; new officers, awards, graduating seniors and campus involvement.
- Educate your audience on changes and improvements. Be honest and informative.

Do NOT Include:

- Do not highlight parties. They tend to focus on alcohol and de-emphasize scholarship.
- Do not use pictures that contain alcohol or sexist material.
- Do not overload the newsletter with chapter material. Use 2/3 of the newsletter for material that interests your readers.
- Do not use cheap materials. Poor stapling, printing and poor design makes you look bad.
- Do not ask for money. There are other opportunities for that. Just update each person on the state of the fraternity.
- Do not leave people out. Constantly update your alumni list as well as friends, relatives and other targets. If one person receives a letter that others do not, they feel left out.
- Do not use nicknames. Your audience may not know whom you are talking about.
- Do not forget to publish! Your newsletter should be sent regularly – a minimum twice a year.

Submission deadlines for *Pearls & Rubies*:

After compiling all the material for a newsletter, you should have ample material for *Pearls & Rubies*. The International Headquarters can reach more alumni of your chapter and in your area, so make sure that everyone knows about the most important events by submitting them to the magazine.

- Fall Issue – September 1st
- Winter Issue – December 1st
- Spring Issue – April 1st

Fliers & Posters

Fliers can take many forms and serve many purposes. They are generally used in recruitment and to promote other service or special events. They can also be used to gain exposure, to communicate with the student body, and to inform. Fliers can generally be used to address groups within the campus community – especially students. They can take different forms ranging from your basic 8 ½” x 11” black on white to table tents placed in dining areas. Other forms include half-sheet handouts, posters, and banners.

The basic guidelines for these are similar. ANY material that represents FarmHouse Fraternity needs to be positive and portray the ideals and objectives of the fraternity. Do NOT use foul language or sexually suggestive material. Avoid being insensitive to other groups.

Be sure to get proper permission for posting fliers. Residence halls usually have strict rules. Also, the campus has limitations on where fliers can be placed. A fraternity that haphazardly places fliers can get in trouble and have the privilege withdrawn. This can also result in negative PR with faculty and administration – even if the content and presentation is completely acceptable.

Keep in mind that litter is a problem as well. After an event, the chapter should remove any remaining fliers. A flier that stays up for weeks after its intended use can cause people to view your group as lazy. The best fliers look sharp. Avoid cartoons, hand printing, heavy copy, and drawings. The best fliers are laser printed, provide basic information, and have a simple logo or design. The coat of arms, FarmHouse name, and creative borders can bring attention to your flier. People do not generally take the time to read the details of a flier. Use the flier to gain their attention and support other marketing efforts. A flier alone will not do the trick. Avoid clutter and convey the most basic information.

Campus Newspaper:

Most chapters complain that the newspaper hates them or does not cover their stories. There are many ways to get positive exposure in the campus paper. The easiest is to purchase advertising space. You can use this space for announcements, accomplishments, and general publicity. Other avenues include utilizing the paper's Calendar section, which is usually free. Also available for minimal expense is the classified section. As for positive reporting coverage -- chapters should communicate with proper use of press releases, personal contact and public service announcements (PSAs). Another option is to have someone from your chapter, or even a "neutral" source, write a contributing article ready for publication. If you still believe you are being treated unfairly -- after an honest assessment of chapter operations, contact your Faculty Advisor or Greek Advisor for assistance.

World Wide Web & Blogs

A chapter's website is an important communications tool. It needs to contain pertinent information and stay fresh and current. It is important that all of the parameters for print media are adhered to even more strictly on the web, as it is the first source people will go to for information about the chapter. Nothing inappropriate should be on the site -- including links, hidden images, or items in a "brothers only" section. The Director of Administration will want to work with the Historian to ensure that the website stays current and updated.

Blogs have become a unique way for people to express themselves and many chapter members may keep one. Remind them that all standards and expectations for PR and communications about the chapter and its conduct -- especially in times of crisis -- are adhered to in all mediums. Especially blogs and personal websites.

TV, Radio & the Press

It has always been difficult for most chapters to communicate effectively with local media. It is understood that when something negative happens to a chapter, it is almost certain that the media will cover and report it. When this happens, most chapters claim, "The media doesn't like us." Most of the time their coverage stems from a fraternity chapter not communicating with the media previously. This leaves the fraternity in a position of reaction that sets them apart.

In order to employ proactive public relations, chapters need to develop a working relationship with the press. Each chapter should have consistent programming and communication. The media has standard communication procedures that need to be understood and employed by fraternities. Press releases, public service announcements, contributing articles, personal contact and co-sponsorship are some of the better, accepted means of working with the media.

Press Releases

Press Releases are the most common way a chapter will release pertinent information in a timely fashion to the public. You will need distribution lists to various outlets that range from the local association to radio and TV outlets. Remember to make sure whatever you release fits the audience -- the local network affiliate does not care about your latest intramurals sports trophy.

There are two types of press releases: advance and follow-up. Advance releases, as the name implies, are released in advance of an event. They basically announce the event and/or serve as reminders in support of other advertising efforts.

On the other hand, follow-up releases present news that has happened. For our purposes, they will be beneficial in reporting the results of a philanthropic effort or a chapter accomplishment. The release should be brief and should be geared to answer who, what, where, when, why and occasionally, how.

There are sample Press Releases in Section V. Here are the general parameters for drafting one:

- Keep releases direct and factual. Supplemental news can be provided on a separate fact sheet included in the release.
- The information included should be appropriate to the medium to which it is sent. Do not bother editors with material you know they cannot use. It is best to contact the service editor for any questions pertaining to any guidelines.
- The contact person from your chapter should provide his name, title, organization, address, phone number, and e-mail address in case the editor has any questions.
- A release line should also be included at the top of the page indicating the date for release. If the release is distributed in advance, the release should read, "Hold for release..."
- The standard format for most press releases calls for the use of 8 ½" x 11" paper, double spaced copy, wide margins, and copy on only one side of the paper.
- Releases of more than one page in length should carry a page number at the center top of each page beginning with the second. Also, each page should end with a complete sentence in case the pages are separated. To indicate that the material is continued on another page, "MORE" is generally typed at the center at the bottom of the page. Usually "-30-" or "# # #" is typed in the center at the bottom of the last page of a release to indicate the end of the copy.
- When photographs are included with a release, they should always include a caption. The name, address, and telephone number of the contact should appear on the back of the photo. In most cases the photo should be black and white print and not digital for the best reproduction.

The Ten Commandments of News Releases:

1. Thou shalt be selective with the releases thou sendest. Do not 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 shall 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 call should just be a check to see if the release was received and if it is in the right department. Do not try to determine if it will be used.
6. Thou shalt take "no" for an answer. If, after having given it your best shot, the answer is "no," forget it. Do not 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.

Public Service Announcements:

Public Service Announcements, or PSAs, are used for radio and television media to gain publicity and recognition for public service events. They are not used for other types of publicity; they MUST HAVE a service-oriented message. These spots are free and they are selected purely on the interest of the event as described in your press release and public service announcement.

The PSA is written to be heard, rather than read, by the intended audience. It should be written in a conversational tone. The announcer must sound as if he is talking to the audience – not reading to them. In order for your public service announcement to be selected, it should be received by the station no later than 4 weeks prior to the release date. The standard length of a PSA can be 10, 20, 30 or 60 seconds. It is best to call the station and ask for its preference. Also ask for the name of whom to address the announcement. It is better to use the person's name on the envelope than his or her position or title. This holds true for all correspondence.

For televised PSAs, you may have the option of providing a video or slides. Be sure to take advantage of this opportunity. Also, screen the content and make sure there is nothing negative – especially alcohol or alcohol advertising. The announcement can be in two forms; audio or written. An audiotape should be timed within the chosen length, sounding smooth and professional. The written form can be done in two formats depending if there are supporting visual aids.

V. ADDITIONAL RESOURCES

Sample Press Releases

Sample Advanced Press Release

Date: April 10, 2005
For Release: April 25-31
Contact: Frederick N. Freeman, Director of Administration
FarmHouse Fraternity, XYZ Chapter
1905 Any Street
Any City, MO 5555-1905
(111) 555-1905
ffreeman@FarmHousexyz.org

FarmHouse Fraternity is collecting cans of food for the Homeless Outreach of downtown City. Members of the fraternity will be going door to door from noon to 4:00 p.m. on Saturday, May 2, 2005 in the area surrounding the university.

Residents who will not be home during this time may also leave cans of food at the following drop sites: Castleton Mall, University entrance, and at the Homeless Outreach of downtown.

FarmHouse members will be identified with green t-shirts and will be standing by large barrels.

There will be a competition for groups that donate the most to the campaign. The group that collects the most cans will be presented with a special plaque from the Homeless Outreach and FarmHouse Fraternity.

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Sample Follow-Up Press Release

Date: May 5, 2005
For Release: Upon Receipt
Contact: Frederick N. Freeman, Director of Administration
FarmHouse Fraternity, XYZ Chapter
1905 Any Street
Any City, MO 5555-1905
(111) 555-1905
ffreeman@FarmHousexyz.org

2,000 cans of food were collected last week for the Homeless Outreach of downtown City. This effort, sponsored by FarmHouse Fraternity, was supported by local residents in university's neighborhood and by local media.

The Homeless Outreach reports that this donation will help 250 homeless residents eat next week. However, donations are still needed to continue this valuable program. John Jones, director of the Homeless Outreach, can be contacted at (555) 555-1234. The Homeless Outreach has been serving City since 1986

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Sample TV, Radio & Multimedia Releases

Public Service Announcement

The text of the public service announcement should be easy to read. It is recommended to type this section triple spaced and in all caps. Remember that this should be written in a conversational tone. The text also has a time limit that needs to be as close as possible without exceeding it. Rules of thumb are here, but it is best to use a stopwatch and test the actual time at a regular pace

80 words = 30 seconds

160 words = 60 seconds

Do not forget to remind the listener that FarmHouse is providing the announcement at the end.

Contact: Frederick N. Freeman, Director of Administration
FarmHouse Fraternity, XYZ Chapter
1905 Any Street
Any City, MO 5555-1905
(111) 555-1905
ffreeman@FarmHousexyz.org

Project Title: Homeless Outreach Canned Food Drive

Release Date: April 18, 2005

Ending date: May 2, 2005

Announcer:

DONATE CANS OF FOOD TO THE HOMELESS OUTREACH OF DOWNTOWN CITY. ON SATURDAY, MAY SECOND, VOLUNTEERS WILL GO DOOR TO DOOR FROM NOON TO FOUR P.M. IN THE NEIGHBORHOODS AROUND THE UNIVERSITY CAMPUS COLLECTING DONATIONS. ANYONE WISHING TO DONATE WHO WILL NOT BE HOME AT THAT TIME CAN LEAVE FOOD AT THE DROP SITES IN CASTLETON MALL, UNIVERSITY ENTRANCE AND AT THE HOMELESS OUTREACH OFFICES DOWNTOWN. FARMHOUSE MEMBERS AND VOLUNTEERS CAN BE IDENTIFIED WITH GREEN T-SHIRTS AND WILL BE STANDING BY LARGE BARRELS. THERE WILL BE A COMPETITION FOR GROUPS THAT DONATE THE MOST TO THE CAMPAIGN. THE GROUP THAT COLLECTS THE MOST CANS WILL BE

PRESENTED WITH AN AWARD FROM HOMELESS OUTREACH AND FARMHOUSE. THIS MESSAGE HAS BEEN BROUGHT TO YOU BY FARMHOUSE FRATERNITY AND HOMELESS OUTREACH. GO TO WWW-DOT-FARMHOUSEALPHA-DOT-ORG FOR MORE DETAILS.

Audio/Video Copy

Public Service Announcement

Contact: Frederick N. Freeman, Director of Administration
FarmHouse Fraternity, XYZ Chapter
1905 Any Street
Any City, MO 5555-1905
(111) 555-1905
ffreeman@FarmHousexyz.org

Project Title: Homeless Outreach Canned Food Drive

Release Date: April 18, 2005

Ending date: May 2, 2005

Video Content:

In this section you will need to describe the video portion in reference to the audio.

For example:

0-10 seconds: slide one, Closeup of chapter house

10-20 seconds: slide two, Closeup of homeless shelter

20-30 seconds: slide three, Phone number and reminder.

This section should be typed in all caps and single-spaced. If using video, be sure to describe what is happening visually.

Audio:

This section will be written and timed to the video portion for the announcer. Be sure to account for a changing slide or changing scene. This section should also be typed all caps and single-spaced.

Sample Correspondence

Congratulations To Civic Leaders:

November 3, 2004

Mr. John Doe
123 Main Street
Springfield, IL 12345

Dear Mr. Doe:

The Brothers of FarmHouse Fraternity congratulate you on your recent election as mayor of our fine city. If we can help your office in any way, please let us know. The men of FarmHouse Fraternity pride themselves on building men who are leaders on campus and in the community.

We hope that your own Greek experience was as beneficial for you personal and professional development as ours has been and are proud to see members of Greek organizations continue to take leadership positions in the community long after they have left campus. We welcome your involvement with our college and hopefully our chapter over the upcoming years.

Congratulations on your election and best of luck for continued success.

Sincerely,

David Christopher, President
The Brothers of FarmHouse Fraternity

Bid Acceptance To Parents:

October 1, 2005

Mr. and Mrs. John Smith
123 Main Street
Springfield, IL 12345

Dear Mr. and Mrs. Smith,

On behalf of the Brothers of FarmHouse International Fraternity we would like to congratulate you on your son's acceptance to our university and our chapter. Michael is a fine young man and we feel honored that he has chosen FarmHouse as his "home away from home" for the next few years.

The fraternity experience is one where your son will continue to grow and develop into a man you can be proud of. FarmHouse believes in building men and assisting brothers with the transition from high school to college is one of the most important first steps in that process. Our Fraternity is a family, and you are now a part of our family. You are welcome to visit the chapter at any time and take part in your son's experience. We have scheduled Parent's Day for April 15, 2006 at noon. Expect more information in the mail over the coming weeks.

Thank you for supporting your son's decision to join a fraternity. Please contact us with any questions or concerns you may have.

Sincerely,

John Smith, Vice President of Recruitment
The Brothers of FarmHouse Fraternity

Congratulations to Parents:

December 10, 2005

Mr. and Mrs. John Smith
123 Main Street
Springfield, IL 12345

Dear Mr. and Mrs. Smith,

Congratulations to you and your family for your son being named to the Dean's List. The Brothers of FarmHouse Fraternity are proud of Mike and his hard work. He has been a wonderful asset to the chapter thus far and his dedication to academics helps inspire the entire chapter to maintain our focus on the highest standards of scholarship.

He will be receiving an award from the chapter at our annual Scholarship Banquet. It will be held at the University Reception Room on May 20, 2006 at 7:00 pm. You are invited to attend and share in this honor. If you have any questions, please call Frederick Freeman, Director of Administration, at 555-1856.

Sincerely,

Ted DiBiase, Director of Scholarship
The Brothers of FarmHouse Fraternity

Alumni Visit:

February 10, 2006

Mr. Arthur Chase
1856 Norwich Dr.
Springfield, IL 12345

Dear Brother Art,

Thank you for visiting the chapter during your recent business trip. The brothers enjoyed meeting you and sharing your stories of brotherhood. Your donation was appreciated as well. All alumni donations go to our alumni fund, which supports the chapter alumni room and alumni events and newsletters.

We would like to take this opportunity to invite you to the chapter's next alumni event. We are having a barbecue before the spring festival parade. This gathering is open to your entire family. More information will be sent to you shortly. Feel free to call upon the brotherhood if you are in the area again. You are always welcome at the chapter.

Fraternally,

Edward Tobin, Director of Alumni Relations
The Brothers of FarmHouse Fraternity

Alumni Achievement

November 4, 2005

Mr. Arthur Chase
1856 Norwich Dr.
Springfield, IL 12345

Dear Brother Art,

Congratulations on your recent election to the State Senate. The chapter is proud of your accomplishment. It is always a pleasure to see FarmHouse members assume leadership roles in our society. The fraternity will continue to teach the ideals that help develop future leaders.

We wish you the best of luck in your new position. If the chapter can help you in any way to execute the duties of your new office, do not hesitate to ask.

Fraternally,

David Christopher, President
The Brothers of FarmHouse Fraternity

Letter To Neighbors:

April 2, 2006

Mr. and Mrs. Joe Brown
9876 Fraternity Street
College Town, ST 12345

Dear Brown Family,

On Saturday evening, April 10, 2006, FarmHouse Fraternity will be hosting a Parent's Social event. The event will begin at 6:00 pm and will end precisely at 11:00 pm. The event will host approximately 100 people. They will be students and family members. The chapter will be following the risk management guidelines you were given at the beginning of the semester. We will do our best to keep the noise level low and the grounds will be clean no later than 10:00 am the next morning. If you have any problems, feel free to contact David Christopher, Chapter President at 555-4567. Thank you again for your continued help and understanding.

Sincerely,

Art VanDelay, Social & Brotherhood Chairman
The Brothers of FarmHouse Fraternity

Sample Evaluation Forms

Greek Life Questionnaire

1. What is your perception of the Greek system?

<input type="checkbox"/> Unnecessary <input type="checkbox"/> Out of Control <input type="checkbox"/> Negative <input type="checkbox"/> No opinion	<input type="checkbox"/> Positive <input type="checkbox"/> Valuable <input type="checkbox"/> An Asset to College Life
---	---
2. List three concerns of Greek life at this University.
3. List three ways Greeks contribute to campus life.
4. What contact have you had with the Greek system? (rush, membership, friends, activities, incidents, etc.)
5. If no contact, from where do you draw your impressions?
6. Please describe your experience with Greek organizations. (positive or negative)

The information provided is being used for developing better public relations for our Greek system. Any specific suggestions you have that will help Greeks become better assets to the campus and community are greatly appreciated. Thank you.

Please return this questionnaire to _____ by _____.

FarmHouse Fraternity Public Relations Target Form

Directions: Rank each PR Target's perception of Greeks, from the results of the Greek life questionnaire.

	Poor	OK	Good
The campus community:			
<ul style="list-style-type: none"> ▪ Faculty ▪ Administration ▪ Non-Greek students ▪ Prospective members ▪ Men's and women's fraternities on campus ▪ Student government and other student groups ▪ The campus press 			
The FarmHouse Public:			
<ul style="list-style-type: none"> ▪ Chapter members: in house/out of house ▪ New Members ▪ International Headquarters ▪ International Board and volunteers ▪ Other chapters of FarmHouse ▪ Alumni of your chapter and others in the area 			
Friends of FarmHouse:			
<ul style="list-style-type: none"> ▪ Parents ▪ Guests ▪ Business contacts ▪ Employees of your chapter 			

The General Community:

Poor

OK

Good

- Civic leaders
- Neighbors
- The media
- High school students/parents
- The general public

Target Group Summary:

- Negative perceptions:
- Positive perceptions:
- How they determined the perception:
- Ways we can address their perception:
- Timetable/PR plan:
- Evaluation/feedback:

Target Group Communication Channels:

These sources are broad in nature. The details of them will come after they are attributed to the different target constituencies. Select possible resources to reach target this public:

The Media:

- Campus Newspaper
- Local Newspaper
- Local Television News
- Local Radio
- Campus Radio
- Campus Publications

Chapter Sources:

- Newsletters
- Personal Contact
- Fliers
- Correspondence
- Positive Visibility
- Other

Programming Ideas:

- Guest Speakers
- Service Projects
- Fund raising/Donations
- Sponsorships
- Open House
- Advisory Programs
- Other

FarmHouse Public Relations Self Assessment Form

1. Which terms best describe the relationships of the members within the chapter?
 - Everyone gets along great
 - Some minor incidents
 - Some isolated problems
 - Some cliques
 - Division in the chapter
 - Brother bashing occurs

2. On a scale from 1 (low) to 10 (high), rate the chapter's performance in the following areas:
 - Friendliness and reception of phone calls _____
 - Regular attendance at all classes on time _____
 - Friendliness to unidentified visitors _____
 - Conduct at athletic and other university events _____
 - Participation in Greek events _____
 - Participation in campus events _____
 - Participation in community events _____
 - Participation in FarmHouse events _____

3. Where does your chapter rank? (Circle one)

▪ Are you in the top 1/3 of fraternities in GPA on campus?	Yes	No
▪ Are you above the All Men's GPA on campus?	Yes	No
▪ Are more than 2/3 of your members in an organization in addition to FarmHouse?	Yes	No
▪ Do you have an IFC or student government officer?	Yes	No
▪ Is your chapter above the average chapter size on campus?	Yes	No

4. Does your chapter visit many other chapters in your region? Yes No
 Who? _____

5. Do other chapters visit your chapter? Yes No
 Who? _____

6. Which fraternities do you get along with?

7. Which fraternities do not get along with you?
8. Which sororities do you get along with?
9. Which sororities do not get along with you?
10. What major incidents has your chapter experienced in the last five years that had a negative affect on your image?
11. What major incidents have occurred to the Greek System in the last five years that have negatively affected its image?
12. How would you describe your chapter? (Circle one)

a. Shy	Friendly	Aggressive
b. Lazy	Gets By	Hard Working
c. Disorganized	Organized	Very Organized
d. Struggling	Improving	OK as is
e. Bottom 1/3	Middle 1/3	Top 1/3
13. What behaviors exist in your chapter that need to be eliminated and/or controlled that confirm the negative perceptions of your targeted constituencies?
 - Hazing
 - Alcohol emphasis in all activities
 - Alcohol abuse by members
 - Drug use/abuse/sale by members at any time
 - Racist attitudes
 - Sexist attitudes
 - Anti-intellectualism (if you have to ask -- check it off)
 - Other. Please specify_____

Return this form to _____ by_____.

Women's Fraternity Founding Dates and Flowers

<u>Alpha Chi Omega</u> Scarlet Carnation October 15, 1885	<u>Delta Delta Delta</u> Pansy Thanksgiving Eve, 1888	<u>Pi Beta Phi</u> Wine Carnation April 28, 1867
<u>Alpha Delta Pi</u> Purple Violet May 15, 1851	<u>Delta Gamma</u> Cream Rose December, 1873	<u>Sigma Delta Tau</u> Tea Rose March 25, 1917
<u>Alpha Epsilon Phi</u> Lily-Of-The-Valley October 24, 1909	<u>Delta Phi Epsilon</u> Iris March 17, 1917	<u>Sigma Kappa</u> Violet November 9, 1874
<u>Alpha Gamma Delta</u> Red & Buff Roses May 30, 1904	<u>Delta Zeta</u> Pink Rose October 24, 1902	<u>Sigma Sigma Sigma</u> Purple Violet April 20, 1898
<u>Alpha Omicron Pi</u> Jacqueminot Rose January 2, 1897	<u>Gamma Phi Beta</u> Pink Carnation November 11, 1874	<u>Theta Phi Alpha</u> White Rose August 30, 1912
<u>Alpha Phi</u> Forget-Me-Not & Lily-Of-The-Valley October 10, 1872	<u>Kappa Alpha Theta</u> Black & Gold Pansy January 27, 1870	<u>Zeta Tau Alpha</u> White Violet October 15, 1898
<u>Alpha Sigma Alpha</u> Narcissus & Aster November 15, 1901	<u>Kappa Delta</u> White Rose October 23, 1897	<u>Alpha Kappa Alpha</u> Tea Rose January 16, 1908
<u>Alpha Sigma Tau</u> Yellow Rose November 4, 1899	<u>Kappa Kappa Gamma</u> Fleur-De-Lis October 13, 1870	<u>Delta Sigma Theta</u> Violet January 13, 1913
<u>Alpha Xi Delta</u> Pink Rose April 17, 1893	<u>Phi Mu</u> Rose Carnation January 4, 1852	<u>Sigma Gamma Rho</u> Tea Rose November 12, 1922
<u>Chi Omega</u> White Carnation April 5, 1895	<u>Phi Sigma Sigma</u> American Beauty Rose November 26, 1913	<u>Zeta Phi Beta</u> White Rose January 16, 1920

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Kappa Sigma
Triangle
Pi Kappa Alpha
Theta Chi
Sigma Alpha Epsilon
Beta Theta Pi

Sigma Chi
Alpha Chi Omega
Delta Chi
MIFCA/MAPCA Conference
Norman E. Allen of Phi Delta Theta
California State Univ. – Fresno Journalism Dept.