

Grand Aerie Media Relations Program

If you have not heard, there is a program at Grand Aerie that has been put together just so you can get your event into your local, or regional newspapers. It is called the Media Relations Program, and the contact person is Kim Miller. Grand Aerie uses the services of Fahlgren Mortine, a top 100 Public Relations company located in Ohio. There are people there assigned to the Fraternal Order of Eagles, Liz Sidor and Amanda DeCastro.

To get assistance from Media Relations, your function or event has to meet some basic criteria and there is a process to follow to get their assistance.

Things that are acceptable to Media Relations are; Most events that are open to the public, Charity Donations, Goodwill towards the community, or the reception of Grand Worthy President/Grand Madam President and others.

Things that are **not** acceptable includes; items that are not newsworthy, provide no value to the community or others, or just may be plain inappropriate.

If you are unsure whether or not your event or function is acceptable, you can shoot Kim Miller an email at kmiller@foe.com with your questions. Alternatively you can ask one of the Associates from Fahlgren, Liz Sidor (Liz.Sidor@fahlgren.com, 937-439-0532) or Amanda DeCastro (Amanda.DeCastro@fahlgren.com, 614-383-1633)

Assuming your event or function fits the acceptable guidelines for Media Relations, then you need to grab the form from the FOE website. It can be found at, <http://www.foe.com/eagle-space/local-media-relations-support.aspx> (scroll down to the bottom of the page and you will see a link for the Assignment Media Form).

This form must be filled in and sent off to Amanda DeCastro, Public Relations for the Fraternal Order of Eagles. The email, fax and mailing address are on the form, a copy of which will be attached to this document.

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Once they receive the form, they will then send the contact person for the event some questions about the event and his/her Aerie/Auxiliary. They then take that information and write a news release for the contact's review. With the contact's approval, they send the final release to the Aerie/Auxiliary local media and hope for the best. The media doesn't always publish all the information they receive, but they work with the media to produce the best results possible.

Planning ahead on your part would be wise, the more time you give them, the better the quality of the press release. As you can see, there is some back and forth communication after the initial form, and that takes time.

Most of the events they receive information about include fundraisers, donations, community assistance efforts (such as the Disaster Relief Trailer program), anniversaries or events open to the public. The media finds these events most newsworthy. However, they are willing to help with media relations for all events. They are here to aid us!

In asking for information from Media Relations, they were very helpful and eager to provide what I needed. They were also very prompt in their replies.

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Program Results To Date

- Approximately three out of four releases sent on behalf of an Aerie or Auxiliary are picked up by their local media. In many instances, the releases are picked up by multiple outlets in the market.
- Estimated media impressions to date: +/- 1.5 million
- As the number of requests has increased, Fahlgren has been able to sustain the increased media placements.
- The program has generated tremendous positive feedback from members nationwide.

Types of Events Media Relations Program Supports

- Charity events and fundraisers
- Donations
- Community sponsorships and events
- Social events & charity dinners
- Aerie & auxiliary anniversaries
- State and regional conferences
- GMP/GWP visits
- Holiday shopping sprees
- Holiday events
- Community blood drives

**Events must be open to the general public*

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More Information

More information in PDF format can be found at

http://www.bcfoe.com/resources/Local_Aerie_Auxiliary_Media_Relations.pdf

Link to Media Relations at FOE Website

<http://www.foe.com/eagle-space/local-media-relations-support.aspx>

Contacts for Media Relations

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