The Links, Incorporated
Linked in Friendship, Connected in Service

THE CENTRAL AREA
Excellence ~ Elegance ~ Ethics

CENTRAL AREA COMMUNICATIONS WEBINAR SERIES

SESSION 1

WHAT'S IN YOUR WALLET?

Ten Top Tools for Links Branding to Chapter Communications Plan

Prepared by

Central Area Communications Team 2013-2015
Link Kathy Wade, Chair, Session 1: What's In Your Wallet
Link Michelle Fifer and Link Genma Holmes, Session 2: Social Matters
Link Bonita Cornute and Link Tasha Ransom, Session 3: Electronic to Print
Communications and Organizational Effectiveness Teams, Session 4: *Communication Tools To Improve Sisterhood In Your Chapter*

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Central Area

OBJECTIVES

- Broaden awareness, understanding and utilization of The Links, Incorporated Brand and Communications **best practices**
- Provide proven **tools**, **templates** and **resources** to ensure Chapter Branding and Communications success
- **Align** The Links, Incorporated brand communication strategies and tools across Chapter, Area and National levels

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WEBINAR SERIES

SESSION 1 – November 19, 2014

- ***WHAT'S IN YOUR WALLET? Ten Top Tools for Links Branding to Chapter Communications Plan*** – Link Kathy Wade, Central Area Communications Chair

SESSION 2 – January 14, 2015

- ***SOCIAL MATTERS: Social Media, Philanthropy to Websites*** – Link Michelle Fifer and Link Genma Holmes, Central Area Communications Team, Social Media

SESSION 3 – February 11, 2015:

- ***AMASS YOUR MEDIA: Electronic To Print*** - Link Ivie Clay, Link Bonita Cornute, Link Tasha Ransom, Link Donna Terrell and Link Felicia Thomas-Lynn

SESSION 4 – March 11, 2015

- ***INTERNAL CHAT: Communication Tools To Improve Sisterhood In Your Chapter*** – Central Area Communications and Organizational Effectiveness Teams

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TONIGHT'S PRESENTER

LINK KATHY WADE

- Cincinnati (OH) Chapter
- Central Area Communications Chair
- Arts Administrator and Jazz Vocalist
- CEO, Learning Through Art, Inc.- non-profit performing arts educational organization celebrating 22 years of building community through art.
- "I met my late husband through the personals. "
- Moral of the story:

It pays to advertise.

Central Area Communications Team

The Central Area Communications Committee keeps you 'linked-up' in the Heart of Linkdom through print, electronic, social, on-line communications, just one click away. Questions, Information or Suggestions contact us at centralareacpr@yahoo.com. The committee, above, left to right:

Link Kathy Wade, Cincinnati (OH) Chapter, Chair: IN, KY, WV Liaison
Link Regina Daily, Cincinnati (OH) Chapter, Vice-Chair: OH Liaison
Link Ivie Clay, St. Louis (MO) Chapter: MO, OK Liaison
Link Bonita Cornute, Archway (MO) Chapter: MI Liaison
Link Michelle Fifer, Shelby County (TN) Chapter: TN Liaison
Link Tasha Ransom, Hoffman Estates (IL) Chapter: IL Liaison
Link Donna Terrell, Little Rock (AR) Chapter: AR, IA, KS Liaison
Link Felicia Thomas-Lynn, Cream City (WI) Chapter: MN, NE, WI Liaison

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CENTRAL AREA TEAM 68

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TOP TEN TOOLS FOR LINKS BRANDING

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1. THE LINKS BRAND

THE LINKS BRAND

- YOU
- PROGRAMS
- FUNDRAISING
- FUN-RAISING
- MEMBERSHIP ENGAGEMENT
- MEMBERSHIP RENTENTION
- TRANSFORMS LIVES AND COMMUNITIES

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2. LINKS STYLE GUIDE

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3. CHAPTER SPOKESPERSON

4. LOGO

Harbor Lites (IL) Chapter

Chattanooga (TN) Chapter of The Links, Incorporated

Central Area of The Links, Incorporated

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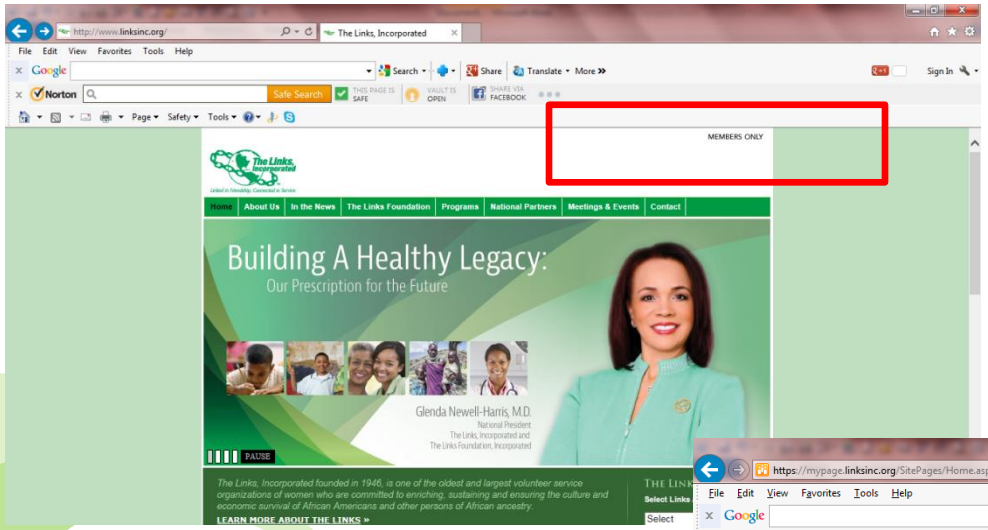
4. LOGO



Chapter Logos On-line

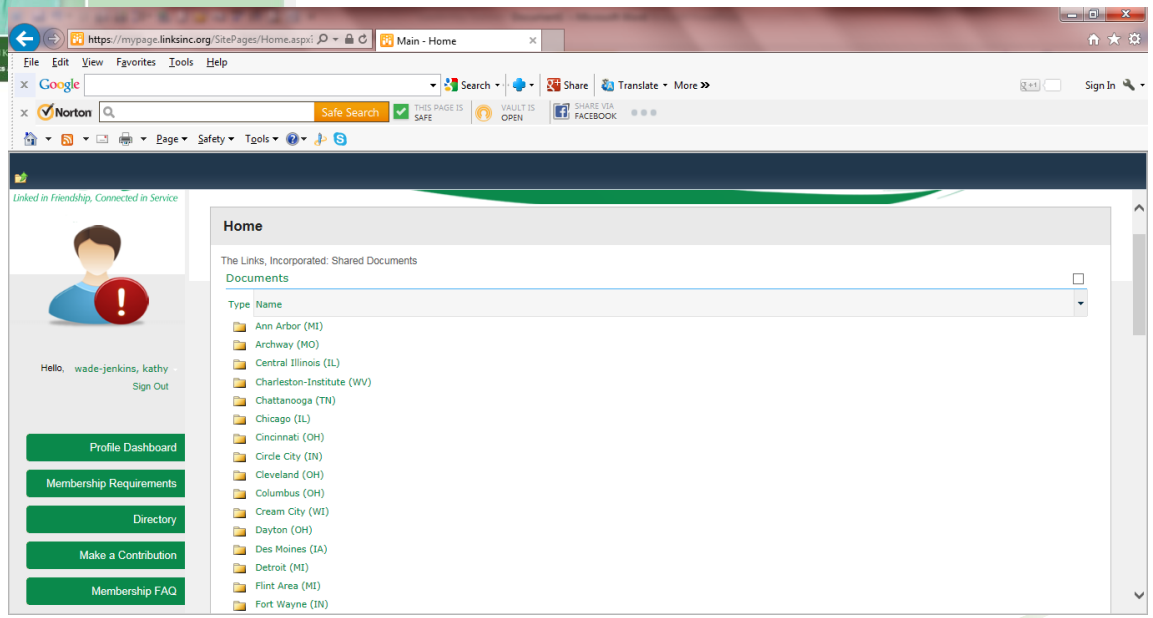
A. Go to www.linksinc.org

B. Click 'Members Only'

C. Click Documents

D. Click Logos

E. Click Central Area



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4. LOGO

- Print / Web: pdf, eps, ind, qrx
- Web: png, gif, jpg

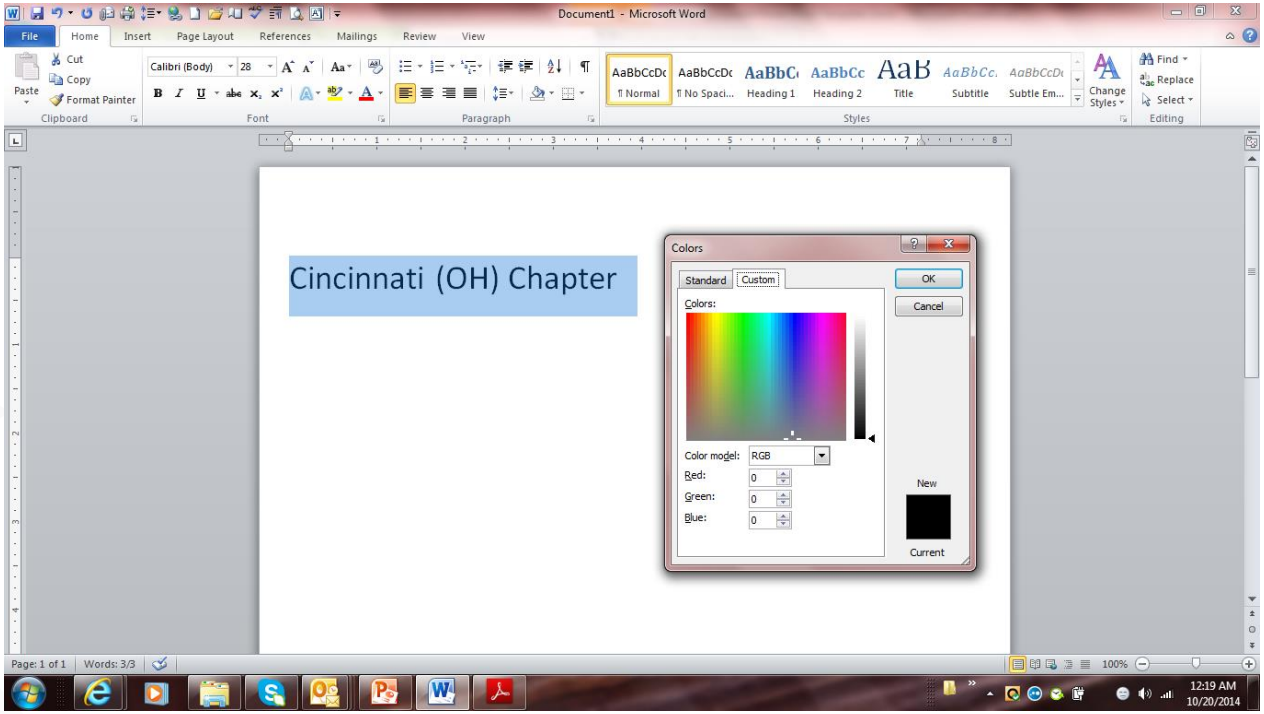
GIF WEB

CMYK JPG

PNG

4. LOGO

- PANTONE | PMS: 347 Spot Color
- R:0 G:161 B:96
- C:100 M:0 Y:86 K:8



5. WHO ARE WE

About The Links, Incorporated

The Links, Incorporated celebrates more than 65 years as a women's volunteer service organization committed to enriching, sustaining and ensuring the cultural and economic survival of African Americans and other persons of African ancestry. A premier international service organization with more than 12,000 members in 280 chapters located in 41 states, the District of Columbia, and the Commonwealth of the Bahamas, its legacy of friends providing service that changes lives, established by the original circle of nine friends in Philadelphia, Pennsylvania in 1946, is alive and well.

The members of The Links, Incorporated are influential decision makers and opinion leaders. The Links, Incorporated has attracted many distinguished women who are individual achievers and who have made a difference in their communities and the world. They are business and civic leaders, role models, mentors, activists and volunteers who work towards a common vision by engaging like-minded organizations and individuals for partnership. With more than 2 million service hours recorded in the past three years, members regularly contribute more than 500,000 documented service hours in their respective communities annually.

The Links Foundation, Incorporated, the philanthropic arm of The Links, Incorporated, has made more than $25 million in charitable contributions since its founding. Working closely with its sponsors and supporters, The Links, Incorporated is focused on creating transformational programming and impacting lives in communities of color through Services to Youth, The Arts, National Trends and Services, International Trends and Services, and Health and Human Services, to improve the quality of life for individuals, families and communities. The Links, Incorporated: "Linked in Friendship, Connected in Service." For more information, visit www.linksinc.org.

6. ELEVATOR SPEECH

The Lake Line (SD) Chapter of The Links, Incorporated is dedicated to creating sustainable programs with transformational impact like our Head Start Hope House Reading Room providing literacy programs, books and ESL services for recently re-located Somalian families into our community. We are looking for partners for collaboration and think we can work together to fulfill our missions.

6. ELEVATOR SPEECH

The Links, Incorporated is a women's volunteer service organization with 280 chapter's in 41 states, District of Columbia and the Commonwealth of the Bahamas, who contribute over 500,000 volunteer hours yearly through work aligned to our five program facets. Our Head Start Hope House Reading Room integrates all five facets including Services to Youth, National Trends and Services, The Arts, International Trends and Services and Health and Human Services with our collaborations with four community organizations. We'd like to meet with you to discuss partnering with us.

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7. COMMUNICATIONS PLAN

INTERNAL

- Aligned with Chapter Strategic Plan
- Short Term: 1 Year
- Long Term: 2 – 3 Years
- Sister-To-Sister Communications
- On-line Newsletter, E-Blast
- Chapter App
- Website Updates

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7. COMMUNICATIONS PLAN

EXTERNAL

- Promote our programming, and our outcomes, to reinforce the message that our organization is relevant to the community and to generate the “buzz” that produces additional programming impact through word-of-mouth.
- Forge alliances with like-minded thought leaders and key organizations in your community. These may be organizations, churches, civic, governmental, industry and/or media leaders. This serves to magnify our presence and impact.
- Identify associations/organizations that are committed to the same policy issues and outcomes, to collaborate with on hands-on programs, forums or workshops.
- Utilize strategically-targeted media, including social media, to communicate with target audiences. Gauge which messages to “pitch” to which media outlets.
- Photographs or illustrations should portray positive, upbeat individuals, who are approachable, actively engaged, and committed to hands-on service. Action photos, versus static group shots, are more representative of The Links, Incorporated brand personality and messaging.
- Include your chapter’s website on all print and electronic communications.

8. ELECTRONIC MEDIA

PBS

Circle City (IN) Chapter

RTV 6/ABC: Circle City Links: Women 'linked' through friendship, service Local chapter making difference throughout Indy

Ft. Wayne (IN) Chapter

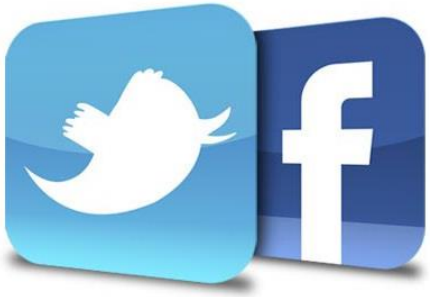
21 Alive/INC Now/ABC: *Meet The Candidates Forum Held at ACPL*

9. PRINT MEDIA

Dayton Daily News
DaytonDailyNews.com

CHICAGO SUN-TIMES

10. SOCIAL MEDIA

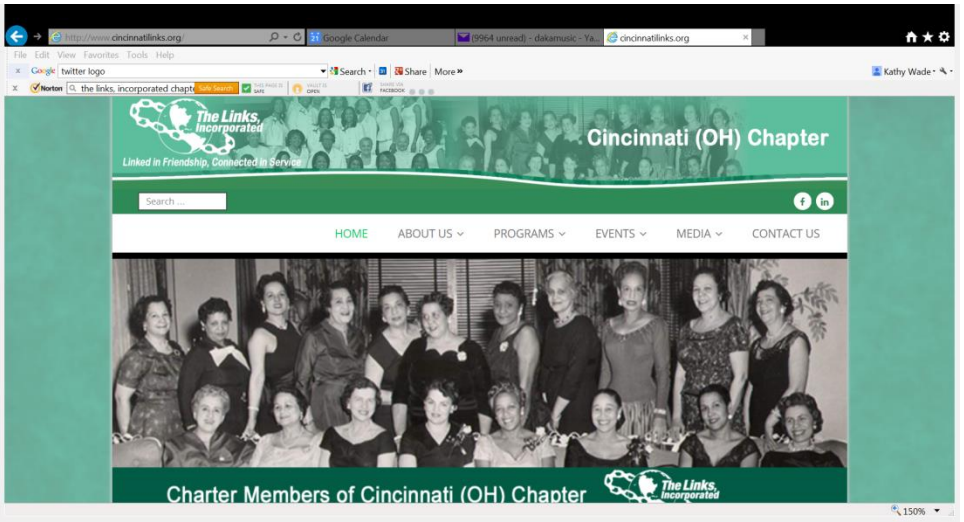


- KNOW THE RULES
- WEBSITE
- BLOG
- KEEP IT CURRENT

facebook

YouTube

twitter



CHECKLIST

- ✓ The Links Brand
- ✓ Links Style Guide
- ✓ Chapter Spokesperson
- ✓ Logo
- ✓ Who Are We
- ✓ Elevator Speech
- ✓ Communications Plan
- ✓ Electronic Media
- ✓ Print Media
- ✓ Social Media

- ✓ Questions and Answers

THE LINKS BRAND

THE LINKS BRAND

- YOU
- **PROGRAMS**
- FUNDRAISING
- FUN-RAISING
- MEMBERSHIP ENGAGEMENT
- MEMBERSHIP RENTENTION
- TRANSFORMS LIVES AND COMMUNITIES

PROGRAMS DRIVE EVENTS

The Links, Incorporated programs drive the mission of our organization. It is imperative that we tell the story of our work in tandem and independently of promoting the events Chapters develop to raise funds which implement our transformational, sustainable and replicable programs.

PROGRAM

The Lake Line (SD) Chapter of The Links, Incorporated is dedicated to creating sustainable programs with transformational impact like our Head Start Hope House Reading Room providing literacy programs, books and ESL services for recently re-located Somalian families into our community. We are looking for partners for collaboration and think we can work together to fulfill our missions.

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COMMUNICATIONS PLAN

INTERNAL

- Aligned with Chapter Strategic Plan
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- Chapter App
- Website Updates

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ALIGN WITH CHAPTER STRATIGIC PLAN

Short Term: 1 Year

- Increase English comprehension and reading of Somalian students and adults by 30% by May, 2015. – **Initial launch of project - Story for Print and Social Media**

Long Term: 2 – 3 Years

- Increase English comprehension and reading of Somalian students and adults by 70% by May, 2017. – **Ongoing and Culminating story for electronic, print, social and on-line media.**

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COMMUNICATIONS PLAN

INTERNAL

- **Sister-To-Sister Communications** – Facet Work to Community Engagement
- **On-line Newsletter, E-Blast** – Keep public engaged with program progress
- **Chapter App** – Keep members one-click away from program and progress of chapter initiatives and activities
- **Website Updates** – Refresh and renew to increase public engagement, awareness and participation.

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COMMUNICATIONS PLAN

EXTERNAL

- Promote our programming, and our outcomes, to reinforce the message that our organization is relevant to the community and to generate the "buzz" that produces additional programming impact through word-of-mouth.
- Include your chapter's website on all print and electronic communications.

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COMMUNICATIONS PLAN

TOOLS: PRESS/MEDIA KITS

Customize your media kit for various purposes. It should include any or all of the following:

- **Press Release(s) – The driving component of your Press/Media Plan and Campaign. It is your *Calling Card*.**
- Chapter History
- Biographies of your President and/or other key chapter members. Do not confuse a bio with a resume.
- **Photograph(s) – studio produced headshots of key members and action photo(s) of chapter members engaged in service activities.**
- List of anticipated questions and answers.
- Brochures, newsletters, and program synopsis.
- Copies or hyperlinks of Chapter newspaper articles on activities.

The content of your press kit is KEY – Make a credible impression.

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PRESS RELEASES

- **Release Headline**
- **Who – Presenting Organization**
- **What – Event or Program**

  Include quote from Chairs on impact or significance of the event/program.
- **When - Date**
- **Where - Location**
- **How Much – Cost of Admission**
- **Why – Purpose and Benefactors**

  Include quote from Chapter President tying event outcomes to enhancing chapter program impact utilizing key words/key phrases from Links Branding Strategy and/or Chapter Strategic Plan. Site simple statistics of program impact if applicable.
- **Partners/Sponsors – Collaborators and Underwriters**

  Consider a quote from key partner, sponsor or collaborator.

HEADLINES

The Release Headline is your first impression of your program/event to the media. It must be clear, concise and engaging . It is your *Call Out* to the Media!

Good Headline - This is a double headline:

Azalea Links Provide "Go-Healthy" Facts for Cascade United Methodist Youth
The Links, Incorporated Partner with American Health Association

Bad Headline

The Azalea Chapter of the Links, Incorporated Host Luncheon for Youth of Cascade United Methodist Church

Good Headline:

Domestic Violence Issues Focus of Tennessee Links 50th Anniversary Celebration

Bad Headline

Members of the Tennessee Chapter of The Links, Incorporated Hold "Ladies In Hats" Luncheon to Celebrate 50th Anniversary Celebration

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Pre - Event

DAILY NEWS

The Charlotte Observer

CHICAGO SUN-TIMES

The Cincinnati HERALD
Award Winning Newspaper
A Starr Communications Publication

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MASTHEAD

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CONTACT NAME AND CELL: Media Contacts:
Kathy Wade, 513.518.7228

DATE: For Immediate Release:

HEADLINE

Central Area of The Links, Incorporated Convenes Leadership Summit in Merrillville, IN

Central Area We CAre 'Wrap-Up For Winter' Provides Winter Apparel Wear and Hands-On Care at Sojourner Truth House

CITY AND STATE: **Merrillville, IN** – **PRESENTER** The Central Area of The Links, Incorporated, will convene the **WHAT** 2014 Central Area Leadership Summit, *Empowering 21st Century Change Agents: Phase II*, **WHEN** October 24-26, 2014 at the **WHERE** Radisson Hotel at Star Plaza, Merrillville, IN. **HOST** Hosted by the Northern Indiana (IN) and South Bend Area (IN) Chapters of Links, Incorporated, **WHAT** the Summit provides hands-on leadership training and transformational program opportunities for Links members.

PROGRAM Prior to the start of the Summit meeting, **WHO** the members of the Central Area will activate **WHAT** its **We CAre *'Wrap Up For Winter'*** service project at **WHERE** Sojourner Truth House (STH), 410 West 13 Street, Gary, IN, **WHEN** 9:00 a.m. on Thursday, October 24, 2014. **WHAT IS THIS** In the Links tradition of providing hands-on volunteer service in host cities, donated winter apparel including hats, gloves, scarfs, socks and hands-on organizational assistance will be donated to Sojourner Truth for both program participants and the facility. The **We CAre *'Wrap Up For Winter'*** service project is spearheaded by the Chicago Cluster, Northern Indiana (IN) and South Bend Area (IN) chapters of The Links, Incorporated.

QUOTE Alice Strong Simmons, Central Area Director said, "We are always gratified to provide service in the communities where we host our meetings and feel fortunate to be able to advance the work at Sojourner Truth House. We are pleased to work with our host chapters, Northern Indiana (IN), South Bend Area (IN) in partnership with Mayor Karen Freeman-Wilson, Mayor, Gary, IN and a member of the Northern Indiana (IN) Chapter of The Links, Incorporated, to answer the call for assistance at Sojourner Truth House."

-more-

ADDITIONAL ACTIVITES The Summit will address two major initiatives facing our communities, Closing the Achievement Gap: Phase II, Math and Literacy Initiative, addressing the critical educational needs of children and the Central Area's From the Heart HBCU Scholarship Endowment Campaign. Funds raised from the campaign continue to enrich the established Central Area Endowed Scholarships established at the 17 Historically Black Colleges and Universities to ensure that those who start their college journey finish.

SPONSORS The 2014 Central Area Summit is generously supported by Toyata, Cox Business, Kansas Gas Service, A Division of ONE Gas, Oklahoma Natural Gas, A Division of ONE Gas, South Shore CVA and Gurley Leep.

WHO ARE WE **About The Links, Incorporated**

The Links, Incorporated celebrates more than 65 years as a women's volunteer service organization committed to enriching, sustaining and ensuring the cultural and economic survival of African Americans and other persons of African ancestry. A premier international service organization with more than 12,000 members in 280 chapters located in 41 states, the District of Columbia, and the Commonwealth of the Bahamas, its legacy of friends providing service that changes lives, established by the original circle of nine friends in Philadelphia, Pennsylvania in 1946, is alive and well.

The members of The Links, Incorporated are influential decision makers and opinion leaders. The Links, Incorporated has attracted many distinguished women who are individual achievers and who have made a difference in their communities and the world. They are business and civic leaders, role models, mentors, activists and volunteers who work towards a common vision by engaging like-minded organizations and individuals for partnership. With more than 2 million service hours recorded in the past three years, members regularly contribute more than 500,000 documented service hours in their respective communities annually.

The Links Foundation, Incorporated, the philanthropic arm of The Links, Incorporated, has made more than $25 million in charitable contributions since its founding. Working closely with its sponsors and supporters, The Links, Incorporated is focused on creating transformational programming and impacting lives in communities of color through Services to Youth, The Arts, National Trends and Services, International Trends and Services, and Health and Human Services, to improve the quality of life for individuals, families and communities. The Links, Incorporated: "Linked in Friendship, Connected in Service. For more information visit, **WEBSITE** www.linksinc.org.

WHO ARE WE **The Central Area** of The Links, Incorporated is comprised of 17 states throughout the Midwest with 68 chapters and over 2200 members. For more information, please visit **WEBSITE** www.centralarealinks.org.

END ###

To arrange interviews or photographs please contact the following:
Kathy Wade, Central Area Communications Chair, 513.518.7228; centralareacpr@yahoo.com

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BACKGROUNDER
MEDIA ALERT

THE CENTRAL AREA
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2014 Central Area Leadership Summit of The Links, Incorporated

BACKGROUNDER

WHAT: 2014 Central Area Leaderships Summit of The Links, Incorporated hosted by Northern Indiana (IN) Chapter and South Bend Area (IN) Chapter.

WHEN: October 24-26, 2014

WHERE: Radisson Hotel at Star Plaza
800 East 81st Street
Merrillville, IN 46410

WHO: The Links, Incorporated, premier international service organization celebrating 69 years with 12,000 members in 280 chapters located in 41 states, the District of Columbia, and the Commonwealth of the Bahamas. With more than 2 million service hours recorded in the past three years, members regularly contribute more than 500,000 documented service hours in their respective communities annually. The Links Foundation, Incorporated, the philanthropic arm of The Links, Incorporated, has made more than $25 million in charitable contributions to innovative programs across the country since its founding in 1979. To learn more about The Links, Incorporated, 'Linked in Friendship, Connected in Service, visit the website at www.linksinc.org.

The Central Area of the Links, Incorporated is comprised of 68 chapters in 17 states with over 2,200 members delivering transformational programs based in *Excellence, Elegance and Ethics*. Alice Strong Simmons, Central Area Director.

HIGHLIGHT EVENT: (Photo and Interview Opportunities)

October 24, 2014

9:00 a.m. – Noon
We CAre *'Wrap Up For Winter*
Sojourner Truth House
410 West 13th Street, Gary, IN
Central Area of The Links, Incorporated chapter members will donate winter apparel including hats, gloves, scarfs, socks and provide hands-on organizational assistance to Sojourner Truth House for the 2000 program participants served monthly. **We CAre *'Wrap Up For Winter'*** service project is spearheaded by the Chicago Cluster, Northern Indiana (IN) and South Bend Area (IN) chapters of The Links, Incorporated.

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COMMUNICATIONS PLAN

EXTERNAL

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LINKS IN ACTION

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COMMUNICATIONS PLAN

EXTERNAL

- **Forge alliances with like-minded thought leaders and key organizations in your community. These may be organizations, churches, civic, governmental, industry and/or media leaders. This serves to magnify our presence and impact.**

- **Identify associations/organizations that are committed to the same policy issues and outcomes, to collaborate with on hands-on programs, forums or workshops.**

- Utilize strategically-targeted media, including social media, to communicate with target audiences. Gauge which messages to "pitch" to which media outlets.

COMMUNICATIONS PLAN

EXTERNAL

- Utilize strategically-targeted media, including social media, to communicate with target audiences. Gauge which messages to "pitch" to which media outlets.

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EXTERNAL MEDIA OUTLETS

Central Area Summit - Michiana Media
Merrillville, IN
October 23-26, 2014
September 4, 2014

PRINT	CONTACT	ASSIGN/RESPONSE
Elkhart Truth News Elkhart	eTruth.com	Kathy Wade
Gary Crusader Chicago Defender	Gary 411 gary411news@aol.com Jackie Harris garycrusadernews@aol.com David Denson	Debra Carrington and Cloteal LaBroi
Post-Tribune Gary Daily	Carole Carlson ccarlson@post-trib.com Joe Puchek - jpuchek@post-trib.com Lisa DeNeal - miss_lisa_67@hotmail.com	DC
South Bend Tribune	www.southbendtribune.com Post events at "In The Bend" Howard Duke	KW
The NWI Times Northwest IN	newstips@nwi.com, damian.rico@nwi.com, gary@nwi.com, Sharon.ross@nwi.com	DC
ELECTRONIC		
Elkhart Truth Radio 1340 AM		KW
WBBM Radio	Felicia Middlebrooks, fmiddlebrooks@wbbm-am.com	D C
WETL 91.7 FM	South Bend Community Schools Corporation	Imogene Harris
WLTH Radio 1370AM	Reach out to Natalie Ammons for possible on-air interview (219) 213-4793 or wlth1370@yahoo.com	DC Interview
WNDU 16 NBC	www.wndu.com WNDU P.O. Box 1616 South Bend, IN 46634	
WNSN Sunny101.5 FM South Bend	Adult Contemporary	
WSBT 960 AM	News/Talk WSBT, Inc. J. T.	KW
WUBS 89.7 FM	Urban Gospel	Tina Patton
WUBU 106.3 FM South Bend	Urban Adult Contemporary	Tina Patton
ABC57 South Bend	www.abc57.com **COMMUNITY EVENTS** ABC 57 SPONSORED EVENTS Can submit online	KW
Fox28 South Bend	www.fox28.com Can submit online	KW
WSBT-TV CBS South Bend	If you have an event for our community calendar, **click here to tell us about it**! You www.wsbt.com **Community Calendar** If you have an event for can also fax us at (574) 288-6630 or send a description via "snail mail" to: WSBT Community Calendar, 1301 E. Douglas Road, Mishawaka, IN 46545 Please let us know at least two weeks in advance.	KW
WBBM TV 2 CBS	Shawnelle Ritchie, Community Relations Director skrichie@cbs.com 312.202.3251 Harry Porterfiled 11 AM	Debra Carrington
ABC 7	Diana Palomar 312.750.7515 Diana.palomar@abc.com	Debra Carrington
FOX	Tasha Ransom	
PBS Metro	Mohammad	
WNIT PBS South Bend	Ida Watson	KW
WNDU 16 NBC www.wndu.com WNDU P.O. Box 1616 South Bend, IN 46634	WNDU 16 NBC www.wndu.com WNDU P.O. Box 1616 South Bend, IN 46634	KW
WVON-AM Chicago	Melody Spann Cooper Owner	DC
Soul 106 Hammond IN	Chelsea	DC

Important Dates
October 10, 2014 – Deadline for Scheduling
Wed., Oct. 23, 2014 South Bend Interviews
Thu Oct. 24, 2014 Chicago and Gary Interviews

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COMMUNICATIONS PLAN

Press Plan

ADVANCE PREPARATION

•Prepare your Press Plan to begin 6-8 weeks in advance.

•Compile a list of all electronic, print and online media outlets in your area for distribution of the press release.

•Be sure to target all electronic and print assignment editors, writers, reporters, groups, relevant press offices, associations, organizations, universities and colleges, etc. for press release distribution.

•Prepare you press release using the templates included in The Links, Incorporated Communications Tool Kit.

•You may want to make contact with various media outlets prior to sending the press release that establishes a direct contact which will ensure interest and improve chances for coverage of the event/program.

•Secure pre-event electronic, print and online interviews and features to market the event.

COMMUNICATIONS PLAN

DAY OF EVENT/PROGRAM

- Send Media Alert 72 hours in advance of the event/program.
- Resend the press release 24 hours in advance of the event/program.
- Follow-up with assignment editors to confirm day of coverage before 8 a.m.
- Write and prepare copies of **Day of Event/Program Press Release** for onsite distribution to attending press. See sample in The Links, Incorporated Communications Tool Kit.
- Make sure Chapter and/or Event/Program Communications Chair phone is charged and on to facilitate getting media story and video confirmations. Phone should be blackberry enabled for immediate response to any written questions day of event.
- Identify chapter spokesperson, Event/Program participant and any partner representative for onsite media interviews.
- Prepare a fact sheet for chapter spokesperson and review prior to Event/Program.
- Secure action photos day of Event/Program to accompany post stories.
- Collect all video footage and print articles to submit for Chapter reports to sponsors, partners and archives. Compile a Media Report capturing media impressions including circulation of print media featuring event/program, views at on-line stories, viewership of on-air electronic coverage and traffic from outdoor poster or billboard campaigns. Calculate the value of your media impressions.

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FAQ

- What are the Top Ten Tools for Links Branding? Slides 11-26
- What is the Links Brand? Slide 11
- Who is the Chapter spokesperson for The Links, Incorporated? Area? National? Slide 13
- Where do I find my Chapter logo? Slide 15-17
- Who are The Links, Incorporated? Slide 18
- What is an Elevator Speech? Slides 19-20
- What is the Communications Plan? Slides 21-22 Slides 30-34
- What do I need in my Media Kit? Slide 34
- How do I write a winning press release? Slides 35
- What do I need to include in my press release? Slide 35
- How do I decide on a headline for the press release? Slides 36-37
- Where does the case statement go in the press release? Slide 38
- Should quotes be included in the press release? Slide 37
- Where are the sponsors, collaborators and/or partners included in the press release? Slide 38
- What contact information should I include in the press release? Slide 37
- Where should I put the contact information in the press release? Slide 37
- Where should more information, interviews or photo request go in press release? Slide 37
- What should be in the Press Plan? Slides 45-46
- When do should we begin our press plan? Slide 45
- How do we identify and work with Media Partners? Slide 44

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QUESTIONS AND ANSWERS

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- ***SOCIAL MATTERS: Social Media, Philanthropy to Websites*** – Link Michelle Fifer and Link Genma Holmes, Central Area Communications Team, Social Media

SESSION 3 – February 11, 2015:

- ***AMASS YOUR MEDIA: Electronic To Print*** - Link Ivie Clay, Link Bonita Cornute, Link Tasha Ransom, Link Donna Terrell and Link Felicia Thomas-Lynn

SESSION 4 – March 11, 2015

- ***INTERNAL CHAT: Communication Tools To Improve Sisterhood In Your Chapter*** – Central Area Communications and Organizational Effectiveness Teams

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