1. Open **the CHAPTER TEMPLATE** version of the Military Heroes press release and fill in the blanks to complete. This version contains instructions in green brackets for each spot where chapters should add information to customize the release for their local market. Add in a quote from the chapter Grand Master and, if possible, send along to an AA, AAA, DGM or ADGM for review and suggestions prior to distributing. You can also feel free to reach out to the Communications Commission or Military Heroes Commission with any questions by emailing pr@hq.kappasigma.org.
2. **OPTION A – Utilize Campus Public Relations Department:** The Grand Master, Grand Scribe or chapter Public Relations chairman could contact the campus’ PR Department and request assistance with pitching local media for a community service event. Most schools already have existing relationships with local media, which they may be willing to help leverage on your behalf. Email the PR department a summary of your event and copy of the press release, but understand that they may choose to edit it on their end. Coordinate with the department to receive media representatives during your event and to answer any follow-up questions.

**OPTION B – Pitch Local Media Directly:** Follow these instructions if pitching without campus assistance.

* **Create an email distribution list.** The list should have four categories – a) local media; b) campus media; c) school administrators/faculty; and d) local community politicians/organizations. To create the list, brainstorm with chapter public relations chairman any and all media outlets that are in your area. Then visit the websites for each newspaper, magazine or online outlet and click the “contact us” link. Most sites will list editorial staff contacts and/or have a standard generic procedure for submitting press releases for consideration.
* In your media list, be sure to also capture a contact phone number for the journalist or a general number for the media outlet. **Types of media outlets** you should target include: school paper, campus radio and TV stations, community daily newspaper, weekly tabloid newspapers, daily newspaper for the school’s nearest large city, local radio and TV stations.
* **Create a pitch email** with a brief e-mail memo up top – and then a copy of the customized chapter news release pasted into the e-mail below as TEXT (avoid using attachments). A sample copy of an e-mail memo “pitch” is included on page 2 of this document. Wherever possible, send a customized email pitch to each media outlet. If sending to a large list, use a “Bcc” blast email.
1. **Post a copy of the news release to your chapter website** – and include a link to the release in your email and/or press release.
2. **Utilize all available social media vehicles** to publicize the press release, linking to the copy of the release on the chapter website wherever possible. For any journalists who publish social media contact info, engage via Twitter, Facebook, etc. in addition to the email distribution.
3. Email and social media distribution of the chapter press release should be **targeted for the start of the week leading up to your event.**
4. Two days later, **send a follow-up email to campus PR Department and/or local media to confirm receipt of the press release** and to answer any questions. Be sure to ask, “for planning purposes,” whether the media outlet is planning to send a reporter to cover the chapter service event. If necessary, follow up the email with a phone call directly to the reporter or media outlet with a similar inquiry. Offer to have the chapter’s Grand Master, Public Relations chairman, and/or Community Service chairman meet the reporter upon arrival, to answer any questions.
5. NOTE: **Only the chapter Grand Master should serve as a spokesperson** for the media around service events.
6. If you do gain media coverage, **be sure to email a copy of any stories** to pr@hq.kappasigma.org.

**Sample initial media pitch email memo – to send at the start of the week before your event:**

From: [Chapter main email, or GM email, or PR chairman email]

To: [Reporter email]

**Subject: NEWS: Kappa Sigma Military Heroes Event - [insert date]**

The following news release was issued today by the [school name] chapter of Kappa Sigma Fraternity, regarding the [event name] which will be held on [date] - to benefit our international organization’s Military Heroes Campaign. We would be thrilled to have you join us for \_\_\_\_\_\_[insert BRIEF event details]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Created in 2007, Kappa Sigma’s Military Heroes Campaign honors and aids thousands of military veterans and their families in communities throughout the U.S. and Canada. Since its inception, the campaign has donated nearly $500,000 to non-profit organizations who advocate on behalf of servicemen and women and those wounded in combat.

We at the [school name] chapter are proud to be supporting this great cause – and are proud of our membership in the largest fraternity in the world. Kappa Sigma has enjoyed unprecedented growth over the past decade and this is just the latest event in a long line of terrific programs -- including the War on Hazing campaign, Brothers In Action membership development, Champion Quest and other A Greater Cause program community service initiatives.

We hope you can join us on [date]. Please feel free to contact me with any questions.

Best Regards,

[Name]

President (Grand Master)

[School name] Chapter

Kappa Sigma Fraternity

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**(Paste copy of chapter news release here)**

**Sample follow-up email – to send two days later (and the day before the event, if no reply):**

From: [Chapter main email, or GM email, or PR chairman email]

To: [Reporter email]

**Subject: Re: NEWS: Kappa Sigma Military Heroes Event - [insert date]**

Just wanted to follow up to confirm receipt of the below email from earlier this week. For planning purposes, we would love to know whether you might be able to come out to cover our event benefiting Kappa Sigma’s Military Heroes Campaign.

I’d be happy to answer and questions you may have and look forward to hearing from you.

Thanks,

[Name]

President (Grand Master)

[School name] Chapter

Kappa Sigma Fraternity

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**(Paste copy of original email and news release here)**