**1. General**

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### CHAPTER PUBLICITY

**1. General (11-06-27-7.5)**

One way to help your chapter grow is by taking advantage of publicity and public relations efforts. Reach out to local media as well as to the local sister associations in the building industry to spread the word about the work of your chapter is vital to your growth and that of the Society.

The chair of the Publicity Committee of the chapter is the "voice" of ASHRAE in the local chapter area. The duties carry the responsibility to insure that wide publicity is given to the work of heating, refrigerating, ventilating and air- conditioning technicians, sales representatives, engineers and others in our industry and that new developments within the industry are publicized. The publicity should be directed toward and be of interest to:

A. ASHRAE members who seldom attend chapter meetings, to encourage them to become more active in chapter affairs.

B. Professional, technical and engineering groups that are, or should be, interested in ASHRAE activities.

C. The non-technical individual.

D. The public-at-large.

The Society's public relations activities are divided into two parts, those performed by Headquarters and actions of the local chapter publicity committees.

In general, it can be said that Society news originating at Headquarters is released from Atlanta. News developing within the chapter or chapter area relating to the work of the chapter should be handled by the chapter publicity chair.

A Public Relations Manual to help chapter publicity committee chairs increase the effectiveness of their local public relations is included as Appendix R.

**2. Functions of the Publicity Chair (11-06-27-7.6)**

The principal functions of the chapter publicity chair are:

A. Release information of chapter activities to local newspapers and the trade or technical press and to local chapters of Society allied industry groups on a regular basis, i.e., in regard to the monthly meeting of the chapter.

B. Release information on all chapter special events worthy of publicity, such as special meetings, speakers, educational programs, special events, etc.

C. Provide reports on chapter affairs for the Society newsletter, *Insights*, accompanied by properly captioned photographs.

D. Prepared news releases or stories should be brief and newsworthy, factual and of general reader interest. For smaller towns, releases should be given a degree of "local color." The WHO, WHAT, WHEN, WHERE and WHY of the meetings are the principal points in which an editor will show interest. When dealing with special speakers, include brief biographical notes of their accomplishments and position in industry, in the Society, etc; also include a recent photograph with the release. ASHRAE Headquarters PR staff is happy to help you draft a news release and work to find the most appropriate local media to contact. Please contact the Communications Manager at publicrelations@ashrae.org if you are interested in writing a news release about an upcoming chapter event.

E. News releases should be presented on a planned basis. To best promote your chapter event, you should send media a preliminary meeting announcement letting them know what’s going to happen at the meeting, when and where it will take place and why it is of interest to their readership. After your meeting, you can submit an article on what took place and again its interest to local readership.

F. There is only one satisfactory method to secure acceptance of press releases, and that is by personal contact with editors (city, financial, building, etc.). Mailing press releases without personal contact is likely to be unproductive. Editors, if cooperative, will arrange for reporter and photographer coverage at meetings.

G. The publicity chair should insure that full hospitality is extended to reporters and photographers and that these special visitors are provided with every facility to obtain their story and suitable pictures. A good host will obtain results beyond those which might normally be anticipated.

H. In addition, he/she should obtain, where possible, publicity through the media of radio, television and magazine and association papers. Engineering clubs, chambers of commerce and boards of trade generally issue monthly publications and these make ideal media for ASHRAE publicity. Again, ASHRAE Headquarters PR staff is available to help you with developing a list of local media.

 Another outlet for publicizing the work of our Society is by talks before other groups, Rotary, Kiwanis, etc. The secretary of the local club is always on the lookout for speakers who can present informative and interesting programs at their weekly meetings. Some of the chapter members might well be qualified to speak on aspects of heating, refrigerating and air-conditioning in the chapter area.

 Displays and participation in local exhibitions are other sources of publicity and public relations. Educational displays dealing with the industries participating in ASHRAE activities can be one of the best courses for securing a high standard of public recognition. However, commercialism in any form whatsoever must be completely avoided. (See Section 5.7)

**3. Reports for the ASHRAE *Insights* (11-06-27-7.7)**

Chapter Newsletter Editor shall promptly send the monthly chapter newsletter to ASHRAE *Insights* for the inclusion of the chapter monthly activities or any chapter special event. Follow the submission guidelines as given below. The editor of ASHRAE *Insights* reserves the right to include what should be published in *Insights.* By submitting your chapter article to *Insights*, you are sharing ideas with other chapters on programs that may be of interest to their local members.

**SUBMISSION GUIDELINES FOR ASHRAE INSIGHTS**

**General Information**

1. The editorial staff follows *ASHRAE Insights* mission to provide news about ASHRAE activities and events at the Society, regional and chapter levels.
2. Submissions should be newsworthy and of general interest to ASHRAE members. Contact the Communications Manager at publicrelations@ashrae.org if you have any questions about an article you are considering submitting for publication.
3. Submissions should be double-spaced and typed. Submissions should be submitted electronically to the Communications Manager at publicrelations@ashrae.org. Include contact name and telephone number in case more information is needed.
4. News items should be submitted as soon as possible after an event. ASHRAE receives many submissions for *Insights* and strives to publish them in a timely manner.
5. Submissions are subject to editing by staff.
6. Send submissions to the Communications Manager at publicrelations@ashrae.org.

 **Monthly Chapter Reports**

1. Chapter members are encouraged to submit newsworthy articles relating to chapter activities. These articles may cover topics such as chapter activities which promote the Society's mission of advancing the HVAC&R arts and sciences, chapter community involvement, honors and awards, how-to approaches to planning chapter programs, or outstanding HVAC&R industry accomplishments of chapter members.
2. Reports on student branch activities, specifically projects that they are engaged in, are requested for the Student Branch Corner.

# Photographs

ASHRAE *Insights* will accept black and white and color photographs of any size.

Photographs should be of high quality; well focused and bright. Please send digital file of at least 300 dpi to publicrelations@ashrae.org.

Photographs illustrating news stories or ASHRAE activities have highest priority.

Identify those pictured in each photograph and provide a complete explanation of an event depicted.