



2023-2024 Clubs Publicity Guide

## Building Successful Publicity for Laguna Woods Village Clubs

*Techniques for Clubs to Pick and Choose,  
Using Whatever Fits Your Needs*

### What does a club publicity team do?

- ❖ Create and maintain the club's website and online calendar. A comprehensive club calendar is one of the publicity team's most important tools.
- ❖ Prepare and submit Globe press releases.
- ❖ Arrange and manage Village Television exposure.
- ❖ Create and distribute flyers.
- ❖ Produce and distribute the club newsletter and email blasts.
- ❖ Arrange and/or maintain any other publicity, including any social media accounts.
- ❖ Take/obtain photos and videos of club activities.

*NOTE: Ideally, the website is a club's primary source of current, accurate information. If your club doesn't have a website, establish a clear information flow from one source, such as the President.*

## THREE STEPS TO SUCCESSFUL CLUB PUBLICITY

### 1. Identify your club's publicity opportunities.

- ❖ Events
- ❖ Services and achievements
- ❖ News about members
- ❖ Any other news items that advance your club's goals

### 2. Get to know Village publicity outlets.

- ❖ Globe weekly newspaper
- ❖ Village Television
- ❖ Flyers and clubhouse posting
- ❖ Websites, newsletters, email blasts
- ❖ Publicity through other clubs

**NOTE:** The weekly email blast, "What's Up in the Village" and the bi-monthly print magazine, *Village Breeze*, are produced by Village Management Services, Office of the CEO, Media and Communications Division. These publications do not accept publicity submissions from clubs or resident groups other than the Governing Boards. However, eligible clubs may submit events to be listed on the Village website (see page 10).

### 3. Decide what to publicize and plan ahead.

- ❖ For each publicity opportunity, determine which outlets to use and when and how to distribute to them.
- ❖ Assign responsibilities and deadlines for upcoming tasks.
- ❖ Plan submission dates based on when you want your publicity to appear. In general, initial publicity for events should appear at least two weeks in advance.
- ❖ Stay alert for photo and video opportunities and capture these moments whenever possible. You will find many uses for them.

## GLOBE NEWSPAPER

The Globe, a weekly newspaper devoted to Laguna Woods Village, is published on Thursdays by the Orange County Register and delivered to the homes of subscribers. Copies may be purchased for \$.25 from stands at Polly's Pie, 23701 Moulton Pkwy, Laguna Hills, CA 92653. Online news highlights from each week's Globe are available at [ocregister.com/location/california/orange-county/laguna-woods/](http://ocregister.com/location/california/orange-county/laguna-woods/).

**NOTE:** For special purposes, your club might consider purchasing one or more Globe ads. Email [advertise@scng.com](mailto:advertise@scng.com) for information on Globe advertising, .

### How to Submit Publicity Releases

Submissions should be included in an email to [lagunawoodsglobe@scng.com](mailto:lagunawoodsglobe@scng.com). Include submitter's name, email, phone number, name of organization, and suggested date of publication. If your submission is intended for a special Globe section, so indicate.

### Deadline:

4 pm Thursday for the following Thursday's edition – and PLEASE no earlier than the day before that (Wednesday).

### Special Sections:

- ❖ When applicable, notices should be directed to appropriate sections, such as Clubs, Tech, Cards, Dance, Faith Groups, Sports, etc.
- ❖ Notices should be under 100 words for most special sections.
- ❖ Sports submissions should be under 250 words.
- ❖ Photos are not included in special sections.

### General Interest:

- ❖ Articles of general interest are carried throughout the paper.
- ❖ Such articles should be around 200-225 words, with a maximum of 343 words. Exceptions may be made for special, one-of-a-kind articles.
- ❖ A headline is not needed.
- ❖ When possible, accompany a general interest article with one or more photos.
- ❖ Photos should be in JPEG format; in focus; avoid backs of heads as much as possible; photos should illustrate and be germane to the story; no stock photos, flyers, or illustrations.
- ❖ Accompany each photo with a suggested caption, including names of recognizable people and name of photographer. If photographer is unknown, state: "Courtesy of (club name)."
- ❖ Insert the following agreement into your email accompanying all photos submitted to the Globe.  
Yes, (name of club or person submitting photo/s) agrees with the following statement:  
"By providing these photos, you affirm that MediaNews Group has full license to publish and syndicate the photos across all platforms and that said publication and syndication will not infringe upon, misappropriate, or otherwise violate the proprietary rights of any third party, including intellectual property rights or rights of publicity/privacy. This license stands in perpetuity."

### Writing Style:

In general, write in the third person and follow the inverted-pyramid news style (putting the most important facts first). Make sure your release covers "who, what, when, where, why, and how."

## VILLAGE TELEVISION

### Channels 6 or 406

- ❖ Office Hours Monday to Friday, 8 am to 4:30 pm
- ❖ 949-597-4295 – VTV Main Phone Number
- ❖ 949-268-2048 – Cable Network Ad Sales

Consider the following Village Television publicity opportunities to publicize your club or an activity or event:

### “This Day” Interviews

- ❖ The Village's daily half-hour news show airs live Monday-Saturday at 9 am and is rebroadcast at 12:30 pm and 5 pm and uploaded to the [Village Television YouTube channel](#).
- ❖ To arrange an interview, contact Village Television at [Village.Television@vmsinc.org](mailto:Village.Television@vmsinc.org), 949-597-4295, ideally 4-6 weeks in advance.
- ❖ One or two persons may be scheduled for a segment on the show (usually 10 minutes or less). Village TV will need the following:
  - ✧ Your interviewees' email and phone contact info
  - ✧ A list of 3-5 talking points
  - ✧ Any relevant graphics (logos, photos, videos)
- ❖ Discuss the above points with Staff, as well as arrival time and other details.

### Message Board Announcements

- ❖ You may submit your information on a Message Board form provided by Village Television or as finished horizontal artwork in JPEG format of high resolution.
- ❖ Your message will be run in rotation with other Village announcements three weeks prior to your event.
- ❖ Submit your completed message by email to [Village.Television@vmsinc.org](mailto:Village.Television@vmsinc.org), 949-268-2041, or contact Staff for more information.

### 30-second Public Service Announcements (PSAs)

Dependent on available commercial space, VTV will broadcast a 30-second video about your club or its upcoming activity or event. You must provide the video or pay VTV for its production (payment does not guarantee airtime). Your PSA commercial will be aired on a number of cable networks (Discovery Channel, Hallmark, MSNBC, etc.) and on Village Television when space is available.

Your MP4, .MOV, or H.264 videos of 28.5 seconds must meet VTV's technical standards and should be submitted on a flash drive to Village Television. (The flash drive will be returned.) Village Television provides production services for a fee. Ask for a free quote. For more information, contact [Village.Television@vmsinc.org](mailto:Village.Television@vmsinc.org).

### Appearances on Other Original VTV Programs

Consider whether your club's activity or event might relate to any of the original, resident-produced TV shows airing on Village Television. All are looking for new, relevant material. Since these shows are normally produced monthly, such coverage should be arranged two or more months in advance.

Original Village TV programs include:

- ❖ Village activities – “Discovering Laguna Woods,” Host/Producer Cyndee Whitney, [cyndee.whitney@gmail.com](mailto:cyndee.whitney@gmail.com), 323-610-6461
- ❖ Technology – “Let's Talk Tech,” Host/Producer Debbie Dotson, [debdotson@gmail.com](mailto:debdotson@gmail.com), 559-349-3305

See Village TV's monthly program guide under Village Media Services on the Village website for other resident-produced shows on such topics as cooking, local travel destinations, books and authors, and more. For specific information about these shows, contact [Village.Television@vmsinc.org](mailto:Village.Television@vmsinc.org).

## FLYERS AND CLUBHOUSE POSTING

### What Is the Value of A Flyer?

Even in today's online world, Village residents check the event flyers posted in the larger Village clubhouses. Why? Because boiling your information down into a compact format with appealing artwork remains a very good way to advertise any activity or event – whether you give the flyer to your friends, post it in a laundry or elevator room, or include it in an email blast or on a website.

If you want your flyers posted in Village clubhouses, however, they must comply with Village Management Services' Recreation and Special Events Department requirements. A full list of flyer regulations may be obtained from the Recreation Office on the first floor of the Community Center.

### Here are some key regulations:

- ❖ Flyers must be 8.5"x11".
- ❖ All flyers must be approval-stamped in advance by Recreation; unapproved flyers will be removed and discarded.
- ❖ Flyers must be for an event within Laguna Woods Village or a trip coordinated by a club/group/organization; general information flyers are prohibited.
- ❖ Flyers must contain the date of the event, name and contact information (phone number or email) of a club representative.
- ❖ Unless more restrictively stated, flyers must contain the phrase "For Laguna Woods Village residents and their guests only."
- ❖ Flyers must be submitted to Recreation; residents may not directly post flyers on racks.
- ❖ Only two flyers per club/group/organization are permitted at any one time.

Antiquated as paper flyers may seem, today's online world makes it surprisingly easy to get them approved and produced – via email.

### Here's how to do it in cooperation with Recreation –

using the printing capabilities of Village Management Services' prompt, affordable Central Services Department on the first floor of the Community Center. (Central Services will normally reject an unapproved flyer, unless you explain that it is not to be posted in clubhouses.)

- ❖ Email a PDF of your flyer to Recreation at [Recreation@vmsinc.org](mailto:Recreation@vmsinc.org), requesting an approval stamp.
- ❖ If it is in compliance, Recreation will email you an approval-stamped PDF version of your flyer, normally within 1 business day.
- ❖ Email the approved PDF of your flyer to Central Services, [centralservices@vmsinc.org](mailto:centralservices@vmsinc.org), 949-597-4224, to place your printing order, stating the following:
  - ❖ Ink color (normally black)
  - ❖ Desired paper color
  - ❖ Number of copies (Recreation suggests 80 to 200 for clubhouse distribution)
- ❖ Central Services will email you when your job is ready for pickup, normally within 1 business day.
- ❖ Pick up and pay for your job.
- ❖ Take the desired number of copies to the Recreation Office for distribution.

#### **TIP: Use your flyer for the Village TV Message Board.**

Re-orienting your flyer to a horizontal format (probably with reduced wording) will give you a good graphic to submit to the Village TV Message Board (see page 5). Make sure it is in JPEG format before submitting.

## WEBSITES, NEWSLETTERS, EMAIL BLASTS

### Club Websites

Village clubs registered with the Recreation & Special Events Department are listed on the Village website, [lagunawoodsvillage.com/amenities/clubs](http://lagunawoodsvillage.com/amenities/clubs), along with each president's contact information and a link to the website, if the club has one. Some clubs maintain external websites; however, any registered club may set up a website on the main Village website. There is no charge.

To learn more about creating a website for your club, contact the Media and Communications Division, Office of the CEO, Village Management Services, Susan Logan McCracken, Media and Communications Associate, [Susan.LoganMcCracken@vmsinc.org](mailto:Susan.LoganMcCracken@vmsinc.org), 949-268-2030.

- ❖ Club volunteers can also build a simple but attractive external website for free using [WordPress.com](http://WordPress.com). A free Wordpress site will contain ads (usually unobtrusive) and will carry the domain name "wordpress.com/nameyouselect."
- ❖ For a reasonable charge, [WordPress.com](http://WordPress.com), [Wix.com](http://Wix.com), [Weebly.com](http://Weebly.com), [Squarespace.com](http://Squarespace.com), and other website-hosting services will provide a full-featured, ad-free site, under your own domain name, with easy-to-use templates to build and maintain the site.
- ❖ Since about 2015, small to medium organizations with the technical knowledge have been choosing free websites that are open source-based – but better than WordPress as they are without ads; use portable writing formats like Markdown; provide free hosting, even for custom domains; and keep site history automatically and completely, including any-to-any differencing. For hosting via MediaWikii (the same software that delivers Wikipedia), [Miraeze.org](http://Miraeze.org) is considered the best non-commercial source (asks for donations). For webmasters using Git, [Jamstack.org/generators](http://Jamstack.org/generators) lists some 350 static site generators, Lune being a our tech reviewer's careful choice.

### Listing Your Event on the Village Website

Eligible clubs (registered with the Laguna Woods Village Recreation & Special Events Department) may submit events to be listed on the Laguna Woods Village Event & Class Calendar, which may be found at [lagunawoodsvillage.com/news/category/clubs](http://lagunawoodsvillage.com/news/category/clubs), maintained by the Media and Communications Division, Office of the CEO, Village Management Services.

At the top right of the Village website ([lagunawoodsvillage.com](http://lagunawoodsvillage.com)), click the "Clubs" dropdown menu; then click the "Submit Event" button at left and fill out and submit an Event Information Form. A direct link to your event listing will be sent to you to review and make any changes. Non-recurring events expire when they are over.

### Newsletters and Email Blasts

- ❖ Build an email list of members, former members, and others who are interested in your club and keep these folks informed through a regular newsletter and occasional email blasts.
- ❖ When mailing to sizeable lists, be sure to include a way to "unsubscribe."

**TIP:** For club newsletters and email blasts, [MailChimp.com](http://MailChimp.com) provides free entry-level email campaign services, stating: "Free includes up to 500 contacts, with 1,000 sends per month and a daily limit of 500." MailChimp and some of its alternatives are discussed in this post from a competitor: [sendinblue.com/blog/mailchimp-alternatives/](http://sendinblue.com/blog/mailchimp-alternatives/).

## PUBLICITY THROUGH OTHER CLUBS

**Participating as a club in Village-wide events** by taking a table at the Clubs Expo, for example, or supporting the Senior Games can bring positive attention to your club. Make the most of these opportunities by selecting and planning your participation in advance as part of your club calendar.

**You may also reach out to related clubs** and organizations to help publicize a special event or activity.

- ❖ Ask to speak about your event and hand out information at an upcoming meeting of the related club.
- ❖ Ask to have your information included with a regular club announcement.
- ❖ For clubs with flyer-display areas, ask to display your flyers, if relevant to that club's interests. (Recreation Department approval stamp is not normally required).
- ❖ To tell your story effectively, develop a PowerPoint presentation or a video. The Video Club of Laguna Woods may be able to help you create such a video (or a 30-second public service announcement – see page 6). To learn more, email a request for video assistance to [videocluboflagunawoods@gmail.com](mailto:videocluboflagunawoods@gmail.com).

**TIP: A video about your club** can be useful in various ways – on your website, for example, or in a Village Television interview – as well as when speaking to an organization.

We welcome your changes, additions,  
or other suggestions regarding this guide.

They may be emailed to [VillageCommunityFund@gmail.com](mailto:VillageCommunityFund@gmail.com)

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*A New Way to Give Back to Our Community*

**IF YOUR CLUB WANTS TO RAISE MONEY FOR A  
PROJECT, GIVE US A CALL.**

We are a non-profit 501(c)(3) community benefit charitable organization created by Laguna Woods Village residents to provide support for programs, services, and facilities that enrich the lives of older adults.

**VillageCommunityFund.com**

**[VillageCommunityFund@gmail.com](mailto:VillageCommunityFund@gmail.com)**

**949-467-1030-Leave A Message**

**24338 El Toro Rd. Suite E PMB 223, Laguna Woods, CA 92637**