

PUBLIC RELATIONS GUIDELINES

P R E F A C E

This Guide has been prepared for use by the member clubs. The suggestions contained herein are of a general nature for the guidance of those members serving on committees responsible for Public Relations. It is not intended to cover every contingency which may occur.

Any comments or suggestions for revisions should be directed to the Chairman, ADDC Public Relations Committee.

This copy is the property of the local Desk and Derrick Club and is to be transmitted to your successor upon completion of your term of office or assignment.

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I. DESK AND DERRICK PUBLIC RELATIONS

Public Relations for the Association of Desk and Derrick Clubs identifies the policies and procedures of the organization with the public interest and, as such, plans and executes a program of action to earn public understanding and acceptance.

The intent of the ADDC Public Relations program is to secure and maintain industry approval; attract employees of the industry to the organization; and inform the general public of the purpose of Desk and Derrick. Good public relations stems from personal contact and is based on what membership does rather than what it says.

II. Difference between "Public Relations" and "Publicity"

It has been said that all public relations is not publicity, but all publicity is public relations.

PUBLIC RELATIONS is the act of establishing sound and productive lines of communication with special groups such as fellow employees and acquaintances or with the public at large so that the aims and activities of the body or organization wishing to relate with that public are favorably perceived; it is the business of influencing the public to have understanding for and goodwill toward the entity, in this case ADDC. PUBLIC RELATIONS is also sometimes defined as the degree of understanding and goodwill received.

PUBLICITY is that function which informs the public as to what a person or organization is doing.

In summary, public relations is what you are (your image to the public). Publicity is reporting what you do.

III. HISTORY

A desire on the part on Inez Awty Schaeffer, an employee of Humble Oil and Refining Company, then residing in New Orleans, to meet other women with similar interests and to satisfy a quest for wider knowledge, brought together a group of 73 women, representing 19 companies, in March, 1949. One month later, a club dedicated to greater knowledge of the oil and gas industry and a wider association among its women employees was organized. Three months later a second club was formed in Jackson, Mississippi. By June, 1950, a third club was organized in Los Angeles. Houston, Texas, joined the ranks in August, 1950, as club number four. Shortly thereafter these four clubs brought into being the Association of Desk and Derrick Clubs of North America. In 1977 at the convention held in Denver, the name of the Association was changed to the Association of Desk and Derrick Clubs.

In 1987 the Association, at its Oklahoma City convention, made the significant decision to accept male members.

IV. PURPOSE

The purpose of the Association, as stated in its bylaws, is:

“The purpose of the Association shall be to promote the education and professional development of individuals employed in or affiliated with the petroleum, energy and allied industries and to educate the general public about these industries.”

V. MEMBERSHIP

The Association is composed of member clubs organized by individuals employed in a variety of capacities in all branches of the petroleum, energy, and allied industries.

VI. PROGRAMS

The Association bylaws provide that clubs shall schedule a minimum of nine (9) educational program meetings each year, six of which must be directly related to these industries. Monthly program presentations shall be at membership meetings, field trips or seminars. They shall be devoted to the petroleum, energy, or allied industries. Desk and Derrick members are encouraged to present these programs, whenever feasible. Members hear prominent industry speakers on timely topics, see petroleum related technical films, and participate in discussion groups.

Industry leaders contribute greatly to the success of Desk and Derrick through the presentation of programs and by sponsoring field trips and tours to all types of installations and facilities related to the petroleum industry.

FUNDAMENTALS OF PETROLEUM - An excellent textbook covering the basics of the petroleum industry developed by the Association in collaboration with the Petroleum Extension Service of the University of Texas at Austin. The Association's Education Committee developed guidelines for the use of this textbook as a study course sponsored by local clubs. Upon successful completion students receive an ADDC Certificate. This course is also offered by the University of Texas at Austin as a Correspondence Course.

DVD's (electronic or digital media) are available from the Association Distribution Office for clubs to utilize in sponsoring a study course in areas where qualified instructors may not be available.

LAND and LEASING and PRACTICAL PETROLEUM GEOLOGY - Two additional textbooks developed by the Association in collaboration with the Petroleum Extension Service of the University of Texas. These books are clearly and understandably written and well-illustrated; they are especially useful to the non-professional.

The D & D STANDARD OIL ABBREVIATOR - compiled by the Association and is available for members and the public from PennWell Publications, Tulsa, Oklahoma.

Other Study Courses and Field Trips - Many member clubs schedule special study courses, workshops and seminars in addition to regular monthly programs featuring speakers and instructors from the industry. Field trips to gain on-site knowledge of the industry are also scheduled.

Scholarship Program - The Desk and Derrick Educational Trust was formed by the Association to give assistance to women pursuing college degrees in subjects related to the petroleum, energy, and allied industries. Through the Trust, full-time and part-time scholarships are awarded to eligible

women attending accredited colleges. After the Association's purpose was changed, the Trust established a scholarship for individuals employed in the petroleum, energy, and allied industries.

ADDC Foundation - This Foundation was formed by the Association to receive and disburse funds to publish and produce educational materials, conduct research and to sponsor seminars and classes.

Communication/Leadership Training - The Association encourages and trains members to speak before civic and other groups on pertinent and urgent issues affecting the petroleum industry. In addition to building their confidence and preparing them for more demanding careers, Communications Training provides members with an opportunity to assume leadership roles within their respective industry sectors, as well as fulfilling the purpose of the Association by expanding the members' horizons of service.

Distinguished Service Award – The Association may present a Distinguished Service Award to individuals in recognition of outstanding service to the petroleum, energy and allied industries and / or the Association.

Special Achievement Award – A Special Achievement Award may be granted to a club, club member or a committee within the Association of Desk and Derrick Clubs.

VII. RELEASES TO THE TRADE PRESS

- a. Association Publicity - All Association news items should be initiated and released by the CHAIRMAN of the ASSOCIATION PUBLIC RELATIONS COMMITTEE. Trade journals are usually national or international; therefore, news items released by Desk and Derrick are limited to items of national interest. If any club receives a request for material from national or international trade journals, the club should notify the ADDC Public Relations Chairman.

Reason - A single channel of communication to the trade press allows better communications to and from the press and provides valuable press contacts for the Association as a whole. A single channel allows immediate and accurate reporting of a current news item. An ADDC Public Relations Chairman, to become sufficiently acquainted with the news media, must be consistently introduced as the ADDC Public Relations Chairman in all contacts so that an effective channel of communications may be established in the 12 months served by that person.

Those trade journals that have indicated they will accept news releases from Desk and Derrick are listed in Exhibit C. The list should be reviewed annually to ensure that this information is current.

- b. Club Publicity to ADDC - News items of interest to other Regions should be released by the Club's Public Relations Committee Chairman to the ADDC Public Relations Chairman with a copy to the Regional Public Relations Representative.
- c. Club Publicity to The Desk and Derrick Journal - The method of reporting should follow these suggested guidelines.
 1. The Desk and Derrick Journal Editor will advise through Regional Directors how clubs should forward news for incorporation in the Journal. Each club should have a reporter who sends material from that club.
 2. The Editor may request that each club place the Editor and respective regional reporters on its mailing list to receive its bulletin. Upon receipt of the bulletin, the regional reporter should scan each bulletin for newsworthy items. In-depth articles may be developed from such items.

3. All materials should be sent to the Journal Editor by due dates established early in the year.

All news items will be monitored by the Journal staff for overall regional representation. The Editor will correlate and facilitate equal coverage for clubs, regions and the Association.

Regional and club reporters provide a vital link with membership.

4. Items do not have to be submitted in final edited form because the staff will do the polishing and finish work, depending on space allowed for the article.
 5. The staff will edit all material, design and lay out the magazine paste up for printer, correct final copy, and supervise printing.
 6. Photographs suggested for best quality should be sent via email in jpeg format.
 7. The preferred form for articles and materials submitted should be typewritten double or triple spaced with wide margins.
- d. Club Publicity to PETROLEUM INDEPENDENT Magazine - Club programs of interest and any special news should be reported to:

Public Relations Chairman

VIII. RELEASES TO NEWSPAPERS

All news items relating to a member club are released to local newspapers through the Member Club's Public Relations Committee.

All news on activities relating to the Association is sent by the Association Public Relations Committee Chairman to the Presidents of all the clubs. The club should release the articles to the local newspapers unless other arrangements have been made with ADDC Public Relations Chairman.

Reason - Clubs develop their own local contacts and thereby would obtain best coverage available. Further, it would be economically impractical for the Association to attempt local newspaper contacts.

Important Note - All releases to the local press must be in accord with the policy and procedure of member clubs and the Association.

Remember - News is acceptable only when it is current. A club should submit Association releases to its local newspapers immediately upon receipt of such items. Adhere to local press deadlines. TIME IS VERY IMPORTANT.

IX. HOW TO PREPARE A NEWS RELEASE

Remember that space in the press is scarce and what is submitted must have inherent news value. The press is under no obligation to print any release and you should be prepared for local editors to change submitted copy and occasionally to make mistakes. Write for the general audience, not for members of your club; if the release does not have wide appeal, it will wind up in the waste basket.

Organizing the Release - Writing a release is simplified if an outline is first prepared in the

following format.

1. Purpose of press release.
2. Newspapers, magazines or radio/TV audience to which the release is to be directed and aspects which should interest the audience.
3. Six basic facts which must be present in every press release and their order of importance:

Who	What	Where	When	Why	How
-----	------	-------	------	-----	-----
4. Lead paragraph - emphasizes the most important facts to gain the attention of the reader.
5. Subsequent paragraphs - material that supports your lead paragraph in order of importance and with any applicable background.
6. Headline - better to write the final version after you have completed the release.

Writing the Release - Journalistic style should be used in contrast to formal business letters or technical writing. Use simple words, short sentences; make it direct, informal and readable. Do not state an opinion unless you are quoting and then the best method is to put it in the form of a direct quote. After you have written your lead paragraph the remaining paragraphs should follow in order of importance. When deletions are necessary, because of space, the editor should be able to cut from the bottom. However, this does not mean the concluding paragraph should be meaningless - it can summarize or give a request for reader response or lists of names.

Checking the Release - Every release must be double-checked for accuracy and reviewed objectively:

1. Is it news?
2. Does the lead paragraph say what is intended or is it simply an introduction?
3. Has anything been left out? No relevant facts should be eliminated but keep it brief.
4. Eliminate anything that dates the release such as, "Mary Smith announced today that". In a newspaper or magazine there is no indication of when "today" is. You can not count on the local newspaper editor to supply a date.
5. Check all facts for accuracy. All names should be checked for spelling. One error can damage your future publicity efforts.

Writing the Headline - Most newspapers will write their own headline, but if you do include a headline, make it brief.

Format of the Release - The format of the sample in Exhibit A contains the information which must be included. The release should be typed on one side only of an 8 1/2" x 11" sheet of white paper. Double or triple spacing with wide margins makes for ease of editing. Information at the top of the first page should identify the sender, indicate to whom the release is directed and who the editor can contact for more information. State the desired release date. Since the sender has no control over publication dates, the most common designation is "For Immediate Release". Specify a release date to local papers

and the editor will take it into consideration if the editorial content of the article warrants it, but don't count on it. The person to contact for information should be able to answer any questions without having to check anything with anyone else. In other words, the contact person should be qualified to make authoritative statements to the press.

The lead paragraph should begin at least an inch below the headline, flush with the left margin, starting with a dateline. Begin with the city of origin, capitalized and followed by a dash. The dateline can include the abbreviation for the state/province in regional or national publications if the city is not well known, i.e. FORT WORTH, TX. Beginning with the second paragraph, the first sentence of each should be indented 7-10 spaces. A page must never end with an incomplete paragraph. There is no deviation from this rule when preparing newspaper or magazine copy.

Each page - except the first - should carry a page number, total number of pages, and two or three words identifying the release. "More" or "continued" should appear at the bottom of each page to indicate additional material follows. The word END or -30- should be written below the concluding paragraph.

Submit the release to local newspapers at least two days before desired release date, but don't be disappointed if it doesn't appear at the preferred time.

Include a cover letter with the release briefly describing the club and why the article was written.

Good photographs are often the real reason a newspaper, magazine or television station will use a story. Photos of people in action generally are more effective. Limit the number of people in a picture. For each print, type a complete and accurate caption (double-check left-to-right identification of people) on a piece of paper and paste it to bottom edge of the picture so that it can be read while looking at the picture. Do not simply paste it on the back or write on the back of photograph because it can show through. If necessary, write very lightly with a grease pencil and only in the margin. Submit photographs via email in jpeg format to newspapers and magazines and television.

X. PUBLIC SERVICE ANNOUNCEMENTS

Guidelines for public service announcements (Exhibit B) have been developed for clubs who wish to use this type of exposure in their Public Relations program.

XI. PROMOTING GOOD RELATIONS WITH LOCAL NEWS MEDIA

It takes time to develop good relations with local news people. It requires a continuing effort and the building of mutual respect and trust between your club and the media. There are probably only one or two daily newspapers covering your area but there may be weekly newspapers and "shopper's newspapers", which sometimes may be delivered free. There may be radio and TV stations which will accept releases. Use the yellow pages of the telephone directory to help identify media.

Invite media representatives to important club functions - maybe Industry Appreciation Dinner. Visit them at their office. Explain major projects. Swap telephone numbers and give them a home / cell number in case they need to contact you quickly.

Give media people what they want and don't waste time sending items that have no news value. Send pictures via email in a jpeg format. Check to see how people cover news of similar organizations. Try to conform writing style to what has been used.

Respect deadlines. If the editor "puts a newspaper to bed" on Tuesday at 10 a.m. don't send in a story that gets there Tuesday at 9:55 a. m..

Be honest with media people. There is no disgrace in saying "I don't know". Tell them you will get the answer and call them back. Then do get back to them because they will remember if you forget or make empty promises.

EXHIBIT A

GUIDE TO PREPARING ROUTINE NEWS RELEASE

The following outline is a sample copy for use in releasing articles to news media.

To: Local Newspaper(s) - or other news media.

From: Name of Club

Name of person giving release.

Official Club Title (Public Relations Chairman, Publicity Chairman, President, etc.)

Address

Telephone Number

FOR IMMEDIATE RELEASE (or give date desired)

Start body of release about one-third of the way down on the page. (This leaves room for insertion of heading and instructions by person handling the story as to typesetting, etc.)

Type news releases double-spaced on one side of standard 8 1/2 x 11 white paper. (Some publications prefer triple spacing.) Leave large margins - 1 1/2" margin on both left and right is considered standard.

Indicate end of release by marking it "Thirty" or "-30-". If release is more than one page in length, indicate it by placing "More" at bottom of first page.

As a general rule, keep your story short; there is seldom any reason to run longer than one page on most routine releases.

Send or deliver story at least the day before release date (additional time is necessary in the case of weekly papers -- check their copy deadlines).

EXHIBIT B

PUBLIC SERVICE ANNOUNCEMENTS

The public service announcement is only one part of the overall public relations program and is intended as a guide if you wish to use it.

After reading these suggestions one of the first steps to take is get your ideas together, work up the public service announcement and then call the Public Service Director of your local radio and/or television station and arrange for an appointment to get acquainted. Let the director look over what you have and offer suggestions for changes. While there are certain basic rules for all stations, each one has its own individual requirements. **BROADCASTERS DEAL IN TIME SO DO NOT DROP IN WITHOUT AN APPOINTMENT.** Try to keep your interview brief and to the point. Check on their deadlines and ALWAYS abide by these dates -- a little early would do no harm!

The most effective public service announcements are 10 and 30 seconds in length. Always include: WHAT, WHO, HOW, WHERE and WHEN. Most TV stations will rewrite, if necessary. Always give starting and ending dates, your name, telephone number and proper name of your organization. Most TV stations do provide an announcer to cut spot announcements.

A 10-second spot contains about 18 to 22 words (see example at end of this Exhibit B). A 30-second spot contains about 60 words.

Longer words take longer to say; telephone numbers and address numbers are counted as words. Remember to read your message out loud because you read more slowly aloud than when you read silently. Make sure that the time given corresponds to actual time of the announcement. Broadcasters will donate the necessary minimum time to get your message across. All messages, whatever their length, should be simple and direct. This is probably the most important aspect of any message.

Always type and double-space all copy (see example at end of the Exhibit). NEVER submit a handwritten PSA. If wide distribution of the copy is contemplated (to more than one station) make machine copies. Never send a carbon copy. Make sure the copy is free of corrections and errors if sending to more than one station, which is perfectly all right, do make a note at the top of the page "For General Distribution". Type only on one side of the page.

When writing for radio and TV, be a little less formal than when writing for the press. Use contractions such as "it's" rather than "it is" and "don't" rather than "do not". Use descriptive nouns, verbs or other action words that form pictures. However, do not use too many adjectives. Get your ideas across, but be as simple and direct as possible.

If including a difficult name or phrase to pronounce in the script, show its phonetic pronunciation in parentheses immediately following the name or phrase; i.e., if the name is "Grine (grin YA)", the accented syllable should be placed in CAPS.

For a public service message:

1. Identify your organization and service immediately.
2. Do this at least twice in the message.
3. Avoid superlatives.
4. State what you are trying to accomplish.
5. State what the event is for. If it is free, make this clear, it is a very good point.
6. Show your purpose.
7. Clearly state time, place, and date.

Any committee names are irrelevant. In fact, proper names are not necessary except when stating, "Call Joan Smith at 293-4618 for information", or when using well known people or celebrities. Proper names should only be used when it makes the message STRONGER.

Interesting visuals make better spots:

10-second spot - 1 photo / Video

20-second spot - 2 photos / Video

30-second spot - 3 photos / Video

All photos shall be a JPEG format and color.

Only a few 60-second spots are available for PSA's at TV stations. If you try for one of these, it is best to use a filmed message, because its continuous action will hold the eye contact and attention of the viewer longer. Some stations do give non-profit organizations production time for taping spot announcements. Taping sessions are set up 2 to 3 weeks in advance and sessions are pre-empted when time is needed for commercial taping, so be sure to include your telephone number when requesting such a session. Remember these facts about taping sessions:

SCRIPTS: Must be timed and put together before taping session. If a TelePrompTer is used, the announcement should be put on TelePrompTer paper beforehand.

VISUAL AIDS: Pictures and or posters can be used. Check with the production department in advance.

HAND PROPS: Include any kind of live display pertaining to the subject.

After PSA has been either booked or produced, some stations will make a copy for other stations to use. The second station should be contacted to send the first one a blank tape (dub) and they will make a copy of the spot announcement for their use. If you want to pick up materials after production or airing, leave the name, address and phone number of the person to contact so the stations can notify your representative when they are finished with all materials.

Two important things to remember about PSA's:

1. NO PSA WILL BE ACCEPTED THAT MENTIONS BINGO GAMES OR LOTTERIES: THIS IS THE LAW.
2. DO NOT BUY TIME FROM ONE MEDIUM AND EXPECT TO GET FREE AIR TIME ON TV. THIS IS A "NO-NO".

Even to request time for these kinds of situations is bad policy (you will be turned down anyway) and your public relations image with the media has just gone "down the drain".

One last reminder -- the media love to get letters pro and con as well as "thank you's" from you and the members of your group. See that they occasionally do, but never a form letter, and not a constant stream of letters.

FOR GENERAL DISTRIBUTION INFORMATION FROM _____Desk and Derrick Club

VIDEO
:10 ADDC Logo Slide

AUDIO
All individuals employed in the petroleum or allied industries.
Join _____Desk and Derrick Club in a learning adventure. Call (____Phone No.____) for information.

Slide 1

22 words

(10 seconds)

or

:30 ADDC Logo Slide

Slide 1

Slide 2

Slide 3

The _____Desk and Derrick Club is going on a field trip to the Gulf Mineral Resources uranium mine and mill site at Grants, New Mexico. The bus leaves at 7:00 Monday morning, February 12. Won't you join them? Desk and Derrick is an organization of individuals employed in the petroleum and allied industries for Greater Knowledge - Greater Service. For more information call (____Phone No. ____).
63 words. (30 seconds)

