



When are publicity requests due?

- Central North Alabama Alumnae (CNAА) chapter has to adhere to the schedules and deadlines set forth by the newspapers, radio, and television stations in which we do not control. However, from the date of your event, publicity request must be submitted at least **4 weeks prior** in order to complete, approve, and obtain proper social media and/or any other public relation platform for public viewing.

Who writes the article/letter for the requested publicity?

- The hosting committee and/or community chair will write the article. However, the Communications & Public Relations Committee will retain editorial control over any article written by the host committee. Communications & Public Relations Committee will review, edit, and return the edited article to the hosting committee for review. Articles and notices submitted to media outlets are subject to their review and edits.

Will the committee chair be able to review the articles?

- Yes. If the host committee writes the article and the Communications & Public Relations Committee edits it, the revised article should be returned to the host committee **within 3-5 days**. Please remember to add who, what, when, where and event details.

How many times can the host committee send and edit a draft?

- Two (2) drafts are allowed depending on the time frame between the date of the event and the initial publicity request submission date.

Will a photographer be assigned to all events?

- No. Due to limited photographers, each committee should designate someone at their respective event(s) to capture good quality digital photos and send those to **cnaadst.alumnae@gmail.com**. In the event that the Communications & Public Relations Committee is aware of an available photographer, the hosting committee will be notified.

Can I create my own flyers?

- Most certainly! However, the Communications & Public Relations Committee will review each flyer to make sure that it meets the internet guidelines set forth by Delta Sigma Theta Sorority, Incorporated before being released to the public. Some things to keep in mind when creating flyers include, but are not limited to, font, font size, CNAА logo, CNAА full name, point of contact (POC) information, etc.

Who decides what programs are featured in the newspaper?

- The newspaper DECIDES what to publish, not CNAА. The only way to guarantee publication of our event is to purchase an advertisement. Community announcements are placed after the news and paid advertisements. To enhance the likelihood of our events being published, CNAА needs to submit good quality digital photos, well written articles and service areas' POC.

Where should all publicity requests be sent?

- **All requests should be emailed to cnaadst.publicity@gmail.com**

****ALL PUBLICITY MATERIALS MUST BE APPROVED BY COMMUNICATIONS CHAIR FOLLOWED BY CNAА CHAPTER PRESIDENT ****