

Public Relations Workshop
Omega Year 2026-2027



Writing Articles for The Oracle and The Omegan

**Photography, Social Media &
Telling the Story of the Mighty Second District**

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2nd District Director of Public Relations



Purpose of the Public Relations Workshop



Ω The purpose of this workshop is to provide Brothers with practical guidance for effectively telling the story of our Chapters, the Mighty Second District, and our Brotherhood through strong articles, impactful photography, and intentional digital engagement.

Ω Public Relations is more than posting photographs or simply reporting on events. It is the process of documenting our service, preserving our history, highlighting accomplishments, and showcasing the impact Omega Psi Phi Fraternity, Inc. continues to make throughout the communities we serve.

Ω This workshop will provide guidance on writing stronger articles for The Oracle and The Omegan, understanding publication standards and deadlines, capturing higher-quality photographs, and utilizing social media to strengthen chapter and District visibility.



The Role of Public Relations



Ω Public Relations is the intentional effort to tell the story of Omega Psi Phi Fraternity, Inc. through service, scholarship, leadership, mentorship, and community impact. Strong Public Relations ensures the work of our Chapters and Brothers is documented, recognized, and preserved.

Ω The Office of Public Relations supports Chapters in showcasing their accomplishments through The Oracle, The Omegan, District social media platforms, and other communication channels that strengthen the image and visibility of the Mighty Second District.

Ω The District's Public Relations efforts will prioritize content highlighting mandated programs, social action initiatives, mentorship, scholarship, leadership development, and community service, ensuring the impact of Omega Psi Phi Fraternity, Inc. is shared throughout the communities we serve.



The Oracle & The Omegan



Ω **The Oracle** is the official scholarly publication of Omega Psi Phi Fraternity, Inc. featuring essays, commentary, feature stories, and literary work intended to uplift and inform the Brotherhood. This publication is issued quarterly.

Ω **The Omegan** is the “Voice of the Second District,” highlighting Chapter activities, mandated programs, achievements, and community impact throughout the Mighty Second District. Three editions are published during the Omega Year.

Ω **The Oracle** focuses on Fraternity-wide scholarship and commentary, while **The Omegan** focuses on the work and accomplishments of Second District Chapters and Brothers.



Submission Process



Ω Articles for **The Omegan** and recommended submissions for **The Oracle** should be sent to the Office of the 2nd District Director of Public Relations for review and consideration. Chapters are encouraged to share meaningful work and accomplishments.

Ω Submissions should include an article, quality photographs, captions identifying Brothers and activities, and relevant event information including dates, locations, and chapter participation. Microsoft Word format is preferred.

Ω Chapters are encouraged to document their impact throughout the Omega Year. Priority will be given to content highlighting mandated programs, mentorship, scholarship, social action, and community outreach.



Publication Deadlines



Ω The Oracle is published quarterly. Submission deadlines are as follows:

Winter Issue (January) – December 1

Spring Issue (April) – March 1

Summer Issue (August) – July 1

Fall Issue (November) – October 1

Ω The Omegan publication deadlines are as follows:

Fall Edition – October 15

Winter Edition – January 15

Conference Edition – March 15

Ω To allow adequate time for review, editing, and publication preparation, Brothers are encouraged to submit articles and photographs prior to all deadlines whenever possible.



One Story, One Publication



Ω While **The Oracle** and **The Omegan** both tell the story of Omega Psi Phi Fraternity, Inc., each publication serves a different purpose and audience. Brothers should carefully consider which publication best fits their article.

Ω Articles published in **The Omegan** should not also be submitted to **The Oracle**. **The Omegan** highlights the work of the Mighty Second District, while **The Oracle** focuses on broader Fraternity-wide commentary, feature stories, and scholarship.

Ω Brothers are encouraged to work with the Office of the 2nd District Director of Public Relations to determine the best publication for their article and ensure submissions align with publication standards.



What Makes a Great Article



Ω A strong article tells a meaningful story about the impact Omega Psi Phi Fraternity, Inc. is making within the community. Articles should focus on programs, service, mentorship, scholarship, leadership, and accomplishments that are relevant to readers beyond the Chapter.

Ω Great articles are clear, accurate, and to the point. Brothers should focus on telling the story of the event, why it mattered, who benefited, and the impact made through the efforts of the Chapter and Brotherhood.

Ω Brothers are encouraged to move beyond simply reporting events and instead tell the story of the work being done. Ask yourself: **Would someone outside of my Chapter understand why this mattered?**



The 5 W's and H



Ω Every strong article should answer six important questions in the opening paragraph. These questions help readers quickly understand the purpose, impact, and importance of the story being told.

Ω Who? Who was involved?

What? What happened?

When? When did it happen?

Where? Where did it happen?

Ω Why? Why was the event important?

How? How did the Chapter or Brothers make an impact?

A reader should understand the story by reading the first paragraph of the article.



Writing the Story



Ω Begin by writing the lead paragraph first. Be sure to include the **Who, What, When, Where, Why, and How** of the event or activity. Most strong articles are between 300–500 words and clearly explain the purpose and impact of the story.

Ω After the lead paragraph, provide supporting details that help readers better understand the event. Include outcomes, meaningful moments, quotes when appropriate, and information that explains how the Chapter made an impact.

Ω Before submitting, review and edit your article for grammar, spelling, accuracy, and clarity. A well-written article increases the likelihood of publication in **The Omegan** or consideration for **The Oracle**.



Using AI for Writing



Ω Writing articles may not come naturally to every Brother. Artificial Intelligence (AI) tools can assist Brothers in organizing thoughts, improving grammar, strengthening sentence structure, and turning event notes into a stronger written story.

Ω AI should be used as a **tool to assist with writing**, not replace the story being told. Brothers should begin with accurate event information and always review articles for accuracy, tone, grammar, and completeness before submission.

Ω When using AI, provide details about the event including **who attended, what happened, when and where it occurred, why it mattered, and the impact made**. The better the information provided, the stronger the article will be.



AI Prompt Examples



Ω Community Service Event

"Help me write a 300-word Omega Psi Phi article about a chapter food drive. Include who participated, how many families were served, and why the event mattered to the community."

Ω Youth Mentoring Program

"Write an article about an Omega Psi Phi mentoring event for young men. Include the purpose of the program, Brother participation, and the impact on students."

Ω Turn Notes into a Story

"Turn my event notes into a strong article using the Who, What, When, Where, Why, and How format."



S.T.A.R. Articles



Ω Strong articles should go beyond simply listing what happened during an event. Instead of only reporting attendance, activities, and schedules, Brothers should focus on telling the story of the impact made through the efforts of the Chapter.

Ω The **S.T.A.R. Method** helps Brothers write stronger articles by focusing on:

Situation – What need or issue existed?

Task – What was the Chapter trying to accomplish?

Action – What did the Brothers do?

Results – What impact was made?

Ω Articles that explain the purpose, action, and results of a program are more meaningful, memorable, and likely to engage readers than simple event recaps.



Weak vs Strong Articles



Ω Weak Article Example

"The Chapter met at 9:00 AM, Brothers attended workshops, lunch was served, and everyone enjoyed the event. The program was successful and we look forward to next year."

Ω Strong Article Example

"Brothers of Omega Psi Phi partnered with local educators to mentor young men on leadership, academic success, and personal responsibility. More than 40 students participated in workshops designed to strengthen confidence and prepare for future success."

Ω Strong articles explain why the event mattered, what impact was made, and how the Chapter made a difference. Focus on storytelling, purpose, and outcomes rather than simply listing activities.



Oracle Article Template



Follow directions at top of template.

Article Headline is the Title of the Article.

Article Byline is the article writers full name.

Article Date, City and State, Chapter and District are self explanatory.

The article text is placed in the Article Text box.

Please place the captions for the photos in the article text box at the end of the article.

Title the jpeg photo article title photo1

Example: Chi Rho Talent Hunt Photo 1

Brother IMQue Gives Chi Rho Talent Hunt Winner

Joe Blow the Scholarship Award

Submitted by is the Chapter DPR or Chapter ETO

Name of DDPR is the District DPR

The Oracle Article Template form should be submitted by email and placed in an attachment titled Chi Rho Talent Hunt. Photos in jpeg format should be place in the same email, as an attachment, titled Chi Rho Talent Hunt photo1 or photo 2. No more than 2 photos per article

The
Oracle
ARTICLE SUBMISSION

Articles must be submitted in a MSWord document, Times Roman font 12, single spaced. Articles describing these activities are limited to 500 words. No bullets or embedded photos in articles, text only. Photos must be submitted in a separate jpg file, at least 300 dpi. Do not embed/place photos in articles. Do not embed (include) dates or captions in photos.

Article Headline	
Article Byline	
Article Date	
City & State	
Chapter & District	

Article Text	
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Submitted By	
Name of DDPR	



Omega Chapter Guidelines



Ω When submitting an Omega Chapter article, Brothers should provide a brief and respectful summary highlighting the life, Fraternal service, and accomplishments of the deceased Brother. Articles should be factual, concise, and honor the spirit of the Brother's life and service.

Ω Include important information such as the Brother's full name, date of transition, initiated Chapter, year of initiation, profession, Fraternity leadership roles, and significant contributions to Omega Psi Phi Fraternity, Inc.

Ω A professional **portrait photograph** of the Brother should be included whenever possible. Articles should focus on preserving the legacy and contributions of the Brother to the Chapter, District, and Brotherhood.



Omega Chapter Photos



Omega Chapter photographs should be clear, professional, respectful in appearance, and whenever possible, include a formal portrait photograph appropriate for publication.



Photo Standards



Ω Photographs are an important part of telling the story of Omega Psi Phi Fraternity, Inc. Strong photographs should help readers understand the purpose, impact, and meaning of an event through action and engagement.

Ω As the Mighty Second District continues expanding digital storytelling and printed publications, higher standards for submitted photographs will be required. Quality photographs improve the appearance of The Omegan, District social media, and other official communications.

Ω Brothers are encouraged to submit clear, high-quality action photographs that highlight service, mentorship, scholarship, leadership, and community impact. Great stories deserve great visuals.



Good Photos Tell the Story



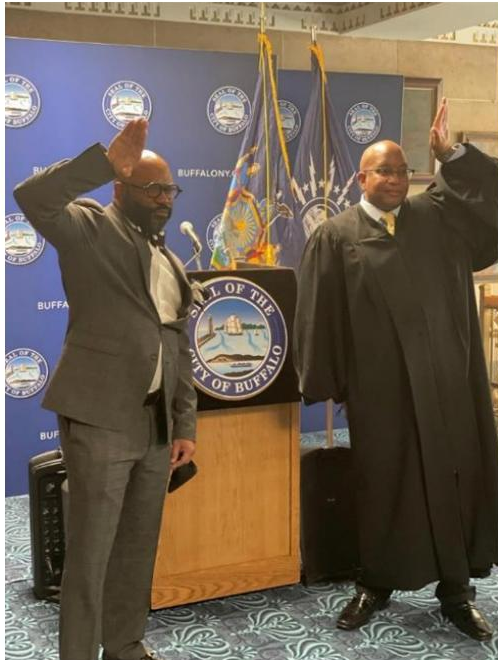
Great shot – Photo tells the Story
Brother teaching youth to tie ties



Great shot – Photo tells the Story
Brother mentoring to youth



Avoid Photo Mistakes



No Displaying Hooks



No Zoom Platform Shots



No Posed Photos



Photo Quality Matters



Bad Lighting



Text Embedded in Photo

Do not submit photographs with embedded text, dates or poor lighting that may affect publication.



Print vs Digital Omegan



Ω As the Mighty Second District continues expanding how we tell our story, The Omegan will include both **digital and print publication opportunities** to better highlight the work and impact of our Chapters and Brothers.

Ω The **digital edition** provides greater flexibility for publishing articles accompanied by photographs that may not meet print standards. This allows more stories and accomplishments to be shared throughout the Omega Year.

Ω Because printed publications require higher image quality, photographs submitted for print consideration in The Omegan must meet stronger standards to ensure a professional appearance and quality reproduction.



Print vs Digital Quality



Low Resolution (Camera Photo)



High Resolution (Professional Photo)

Photographs that appear acceptable online or on social media may not always reproduce clearly in print. Images that are blurry, dark, compressed, or low resolution may appear distorted when printed in The Omegan.



No Story Left Untold



Ω The Mighty Second District recognizes that meaningful programs, service projects, and impactful work may sometimes be accompanied by photographs that do not meet print publication standards.

Ω To ensure important stories are still shared, articles with lower-quality photographs may be considered for the **digital edition** of The Omegan or included in print through a **text-only feature section**.

Ω Our goal is to continue telling the story of the Mighty Second District while maintaining strong publication standards and ensuring the impact of our Chapters and Brothers is recognized.



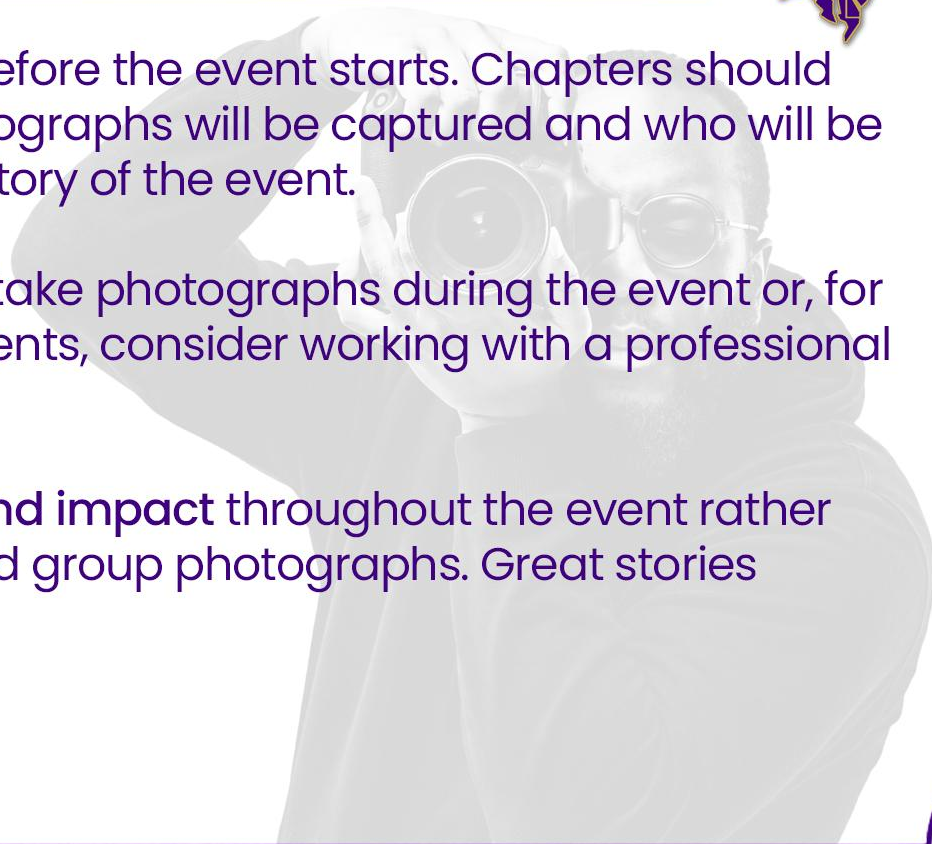
Be Intentional About Photography



Ω Strong Public Relations begins before the event starts. Chapters should think intentionally about how photographs will be captured and who will be responsible for documenting the story of the event.

Ω Consider assigning a Brother to take photographs during the event or, for larger programs and signature events, consider working with a professional photographer whenever possible.

Ω Capture **action, engagement, and impact** throughout the event rather than waiting until the end for posed group photographs. Great stories deserve great visuals.





Capturing Print-Ready Photos



Ω While professional photographers are encouraged for major events, many modern smartphones are capable of capturing high-quality photographs suitable for publication in The Omegan when used intentionally.

Ω Recommended devices for strong photo quality include the **Google Pixel 9/10 Pro, iPhone 15/16 Pro, and Samsung Galaxy S25 Ultra**, though many newer smartphones are capable of producing quality images.

Ω For best results, use the **rear camera**, avoid screenshots and excessive zoom, capture original full-resolution images, and whenever possible photograph events in good lighting.



Why Social Media Matters



Ω Social media allows the Mighty Second District to share the story of Omega Psi Phi Fraternity, Inc. in real time by highlighting the work, impact, and accomplishments of our Chapters and Brothers.

Ω Strong social media engagement helps increase visibility, strengthen Brotherhood, showcase community impact, and promote the programs and initiatives taking place throughout the District.

Ω The Office of Public Relations will prioritize content highlighting mandated programs, social action, mentorship, scholarship, leadership, and community impact across District social media platforms.



Follow the Mighty Second District



Instagram
[@2nddistrictoppf](https://www.instagram.com/2nddistrictoppf)



Facebook
facebook.com/2nddistrictoppf



TikTok
[@2nddistrictoppf](https://www.tiktok.com/@2nddistrictoppf)

Brothers are encouraged to follow the official social media accounts of the Mighty Second District to stay informed about District news, events, achievements, and Brotherhood highlights, while liking, commenting, sharing, and engaging with content to help expand the reach and visibility of the Mighty Second District.



Sharing Your Chapter Story



Ω Chapters with active social media accounts are encouraged to post programs, service projects, and accomplishments on their Chapter pages and **tag the Mighty Second District** for possible sharing and increased visibility.

Ω Chapters needing assistance or without active social media are encouraged to submit **photographs and event information directly to the Office of Public Relations** for possible District coverage and promotion.

Ω Priority will be given to content highlighting **mandated programs, social action, mentorship, scholarship, leadership, and community impact** throughout the Mighty Second District.



Content Priorities



Ω The Office of Public Relations will prioritize content that highlights the mission, impact, and work of Omega Psi Phi Fraternity, Inc. throughout the Mighty Second District.

Ω Priority consideration will be given to content featuring mandated programs, social action initiatives, youth mentorship, scholarship, leadership development, community partnerships, and chapter impact.

Ω While Brotherhood and fellowship remain important, District social media and publication efforts will focus primarily on content that demonstrates the service, leadership, and uplift Omega Psi Phi Fraternity, Inc. provides within the communities we serve.



Chapter Digital Presence



Ω Chapters are encouraged to maintain an active and professional digital presence through a website, Facebook page, Instagram account, or other online platforms that help communicate Chapter activities and accomplishments.

Ω A strong Chapter digital presence should include contact information, Chapter history, leadership information, upcoming programs, service initiatives, and photographs highlighting Chapter activities whenever possible.

Ω A consistent and professional online presence helps strengthen visibility, improve communication, support partnerships, and showcase the impact of Omega Psi Phi Fraternity, Inc. throughout the community.



DDPR Workshops



Ω To strengthen Public Relations efforts throughout the Mighty Second District, the Office of the 2nd District Director of Public Relations will host **three workshops during the Omega Year** to provide guidance, training, and best practices.

Ω Workshop topics will include **writing stronger articles, photography standards, social media collaboration, branding, storytelling, and improving Chapter visibility** through District publications and digital platforms.

Ω These workshops are designed to support Brothers at **all levels of experience**, providing practical tools and guidance to help Chapters better showcase their work and accomplishments.



DDPR Support



Ω The Office of the 2nd District Director of Public Relations is available to assist Chapters with **article development, publication guidance, social media collaboration, and storytelling support** throughout the Omega Year.

Ω Chapters are encouraged to contact the DDPR office with questions regarding **The Oracle, The Omegan, article submissions, photography standards, or District social media opportunities.**

Ω The goal of the Office of Public Relations is to support Chapters in effectively showcasing their accomplishments and strengthening the visibility of the **Mighty Second District.**



Questions?



Ω Bro. Thomas W. Conklin

2nd District Director of Public Relations

Omega Psi Phi Fraternity, Inc.

The Mighty Second District

Ω Email:

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TikTok: [@2nndistrictoppf](#)