

Public Relations Workshop
January 2021



Writing Articles for The Oracle and The Omegan

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2nd District Director of Public Relations



The Oracle and The Omegan

- Ω **The Oracle** is a scholarly publication containing literary work intended to be insightful and thought-provoking .**The Oracle features the aristocracy of Omega Psi Phi intellect.** This magazine is published quarterly and is available on the Internet or by mail subscription.
- Ω **The Omegan** is the “**Voice of the Second District**”, containing literary work reporting on the activities and accomplishments of Second District Chapters and its members. Three issues are published per year and archived on the Second District website. The Conference edition is printed and included in Conference registration packages.

Oracle Fact Sheet



“The Oracle welcomes and desires to publish thought provoking, uplift-oriented commentary on current events and other matters important to the Brotherhood. Brothers are encouraged to submit well-written opinion pieces, essays, feature stories, and the like. Although the Editor will strive to preserve the substance of all submissions, all submissions will be subject to form edit and will be published at the Editor's discretion.

Oracle Fact Sheet



The Oracle endeavors to include poetry and literature written by the Brotherhood in future publications. Brothers are encouraged to submit poetry and other written artistic forms of expression (e.g., short stories, comic strips, dramatic and satirical prose). Although the Editor will strive to preserve the substance of all submissions, all submissions will be subject to form edit and will be published at the Editor's discretion.

All submissions are sent to 2nddistrictPR@oppf.org

Oracle Fact Sheet



Deadlines for the ORACLE

- Ω Winter Issue (Jan)– December 1st (Founders Day/Achievement Week/VREM)
- Ω Spring Issue (Apr) – March 1st (District Meetings/Memorial Service/Black History)
- Ω Summer Issue (Aug)– July 1st (Health Initiative/Talent Hunt/Scholarship)
- Ω Fall Issue – (Nov)-Oct 1st (Leadership/UG Summit/Conclave)
- Ω Email all article submission to 2ndDistrictPR@oppf.org

4 Issues Published Per Year

Oracle Fact Sheet



Summary Lead for articles – Who, What, When, Where, Why, and How

Remember to *“Tell Your Story”*

- Ω Editing your articles- Please review, review, review your articles before you submit
- Ω Please submit all articles in Microsoft Word format, 12 pt font, Times New Roman font with pictures in high resolution JPGs - Photos- Action shots (high resolution photo)
- Ω Omega Chapter Articles need to be formatted to the guidelines*
- Ω If you are interviewing a Brother, please make sure they are financial!



TIPS AND SUGGESTIONS FOR GREAT ARTICLES AND PHOTOS

- Ω The next few slides will highlight and reinforce the protocols and guidelines for submitting articles and photographs to the Oracle and for our 2nd District publication, The Omegan.

- Ω Following this document will make for better quality articles and essays to be sent to the Oracle Staff and used in The Omegan.

- Ω All articles are to be submitted using the Oracle Article Template.

- Ω Do not embed photos or bullets in the article text. Do not embed text or dates in photos. **No hooks, signs or crossed arms in photos.**

All Articles Are To Be Submitted Using This Form !!!



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 DDP 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

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 DDP is	

TIPS AND SUGGESTIONS FOR GREAT ARTICLES AND PHOTOS



- Ω Article contents should be to the point and accurate.
- Ω The article and articles should be newsworthy and of interest to people outside of your chapter.
- Ω All articles are to be submitted using the Oracle Article Template.
- Ω Articles should address social concerns, community service, mentoring, undergraduate leadership development, scholarship, lifetime achievements or recognitions and especially articles concerning our mandated programs.



WHAT IS THE PURPOSE OF THE ARTICLE

An article tells readers about news and important events.

The opening or lead paragraph of an article should answer the following six questions:

1. Who?
2. What (or what happened)?
3. When?
4. Where?
5. Why?
6. How?

Most of us are not experts in writing articles or in photo journalism.

The intent of this Power Point presentation is to provide coaching and ideas to produce better quality articles and essay submissions for our publications.



HOW TO WRITE AN ARTICLE

- Ω Begin by writing the lead paragraph then add the meat of your story. Be sure to cover the who, what, when, where, why, and how of the subject. Most articles are between 350 and 500 words.
- Ω Edit your article and come up with a suggested headline. Send these to the editor for review.
- Ω When writing about a Brother: Be sure to include when/where initiated and Omega facts.
- Ω Articles need to be current i.e. as the Oracle catches up to quarterly publications articles should cover previous time frame forward. Articles over 6-12 months will be heavily scrutinized for relevance.

ARTICLE CONTENTS



- Ω Writing an article can get relatively easy if you can just picture a triangle in your mind . This simply means, you need to use the inverted pyramid technique at all time.
- Ω **Headline.** This is where you tell your target readers what your article is all about. In here, you should be able to capture the attention of your readers while you tell them what’s in it for them. It must be short, punchy, and it must be very descriptive.
- Ω **Byline.** This tells the readers who wrote the story.
- Ω **First paragraph.** This is often called lead paragraph in newspaper article writing. This must contain all the why, how, where, when, who, and what elements of your story. It's important that your readers understand your article by simply reading your first paragraph. This is because research and studies show that a huge percentage of people reading publications do not read articles in their entirety . (Always start with City, State and Date. Brooklyn, NY. November 2012. The Brothers of Epsilon Chapter held its Annual Talent Hunt etc.)
- Ω **Offer further explanations.** In your succeeding paragraphs, you will need to give your readers supporting details that will help them better understand your story. You can include quotes from people who are considered authorities on your chosen story.
- Ω **Include additional information.** This is optional. If you are writing about a one-time event, you don't need to include additional information. However, if there were related stories written in the past, you will need to give your readers some background information.

Great Article Meets All Requirements



The Lincoln Project

Second District Corridor V Chapters join forces to empower inmates at minimum security prison

New York, NY. August 20, 2013. Brothers from five graduate chapters of Omega Psi Phi Fraternity, Inc. visited Lincoln Minimum Security Institution in New York City to conduct an Empowerment Session. The effort is a joint service project between Epsilon, Psi Lambda Lambda, Sigma Beta Beta, Alpha Upsilon and Kappa Omicron Chapters.

Omega Psi Phi has had a presence at the prison since 2006 when Epsilon Chapter conducted a Black History Program at the facility. In 2011, Epsilon was joined by Psi Lambda Lambda and Alpha Upsilon Chapters. The response from the inmates was so positive that the frequency of visits was increased from once per year to quarterly visits. In 2012, Kappa Omicron and Sigma Beta Beta Chapters joined the Lincoln Project, making the joint service project five Chapters strong. The increase in manpower helped to expand the expertise the Fraternity was able to provide to the inmates, capitalizing off of the varied experiences and backgrounds of the brothers.

Open panel discussions were added to the format as well as time for one-on-one mentoring. Topics for the open panel discussions have included health issues that affect men, spiritual uplift, legal advice, repairing your credit, how to start a business, how to start a nonprofit organization and resources available to inmates upon release from prison, to name a few.

“It’s been an amazing transformation since the addition of the other chapters,” said Brother Charles Coleman, Jr., coordinator of Lincoln Project Lincoln Project. “Many of the brothers have established personal relationships with inmates - serving as mentors, corresponding with them on a regular basis and serving as a support matrix to help them re-adjust to society and the workforce once they are released,” he said.

(fictious article)

Article Submission using the Oracle Article Template



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	The Lincoln Project
Article Byline	Bro. Im A. Que
Article Date	August 20, 2013
City & State	New York, NY
Chapter & District	Second District Corridor V Chapters

Article Text	<p>Brothers from five graduate chapters of Omega Psi Phi Fraternity, Inc. visited Lincoln Minimum Security Institution in New York City to conduct an Empowerment Session. The effort is a joint service project between Epsilon, Psi Lambda Lambda, Sigma Beta Beta, Alpha Upsilon and Kappa Omicron Chapters.</p> <p>Omega Psi Phi has had a presence at the prison since 2006 when Epsilon Chapter conducted a Black History Program at the facility. In 2011, Epsilon was joined by Psi Lambda Lambda and Alpha Upsilon Chapters. The response from the inmates was so positive that the frequency of visits was increased from once per year to quarterly visits. In 2012, Kappa Omicron and Sigma Beta Beta Chapters joined the Lincoln Project, making the joint service project five Chapters strong. The increase in manpower helped to expand the expertise the Fraternity was able to provide to the inmates, capitalizing off of the varied experiences and backgrounds of the brothers.</p> <p>Open panel discussions were added to the format as well as time for one-on-one mentoring. Topics for the open panel discussions have included health issues that affect men, spiritual uplift, legal advice, repairing your credit, how to start a business, how to start a nonprofit organization and resources available to inmates upon release from prison, to name a few.</p> <p>"It's been an amazing transformation since the addition of the other chapters," said Brother Charles Coleman, Jr., coordinator of Lincoln Project Lincoln Project. "Many of the brothers have established personal relationships with inmates - serving as mentors, corresponding with them on a regular basis and serving as a support matrix to help them re-adjust to society and the workforce once they are released," he said.</p>
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Submitted By	Bro. Im A. Que
Name of DDPR	Zanes Cypress

S.T.A.R. ARTICLES

Situation-Task-Action-Results



Articles should not merely be a recount of the event- "We met at 9am, 100 brothers and mentees were present, we had a delicious meal at noon, the workshops were great, and the parents were appreciative, we look forward to next year's event."

This may be a simplistic account, but it's basically what I'm receiving.

These type articles will never make it to the Oracle publication.



Omega Chapter Article Guidelines

Background and Purpose

- Ω To write a great obituary, it's important to capture the spirit of the loved one who has passed. Compose a paragraph that describes not only what the Omega Man did, but also his work in the Fraternity. For example, focus on dates, job, and duties. A short, factual obituary is all that you need.
- Ω Please provide a Presidential Photo of the deceased Brother

Standard Operating Procedure

The following steps should be taken when writing an obituary:

- Ω Start with the full name of the deceased, and the date he entered Omega Chapter.
- Ω Provide a very brief summary of the deceased's life, starting from birth and working forward. You don't need to include every detail; just the key facts/information such as initiated Chapter, schools, profession, and any duties he may have held in the Fraternity.

Example:

Bro. John Omega transitioned to Omega Chapter on December 1, 2019. He was born January 16, 1928 in Fayetteville, NC. Bro. Omega was initiated through Alpha Chapter in 1949. Bro. Omega was a retired Air Force Judge Advocate General. He was able to reach the ranks of Major General. He served as the Keeper of Finance for his Chapter for 5 years.

Omega Chapter Photos



PHOTOGRAPHS



Ω Photographs should serve to tell an element of the story through action. In short, each photo should have an element of action; simply asking a subject to pose for the photo doesn't cut it in the world of photo journalism. There must be an element of action or movement in every photograph; something must be "happening " in every frame.

Ω Do not embed the photo in the article submission file, it must be submitted in a separate jpeg file. Captions for the photos can be placed at the end of the article. Identify the photo jpeg file as Epsilon Talent Hunt Photo 1. Do not embed dates and text in photos.

Ω Photos must be at least 300dpi and taken with a digital camera (most newer cell phones have great cameras). Do not embed dates in your photos.

GOOD PHOTO – Photo Tells the Story



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



Great shot – Photo tells the Story
Brother mentoring to youth



GOOD PHOTO SHOTS AND QUALITY



Great shot – Photo tells the Story
Brother takes the Oath of Office



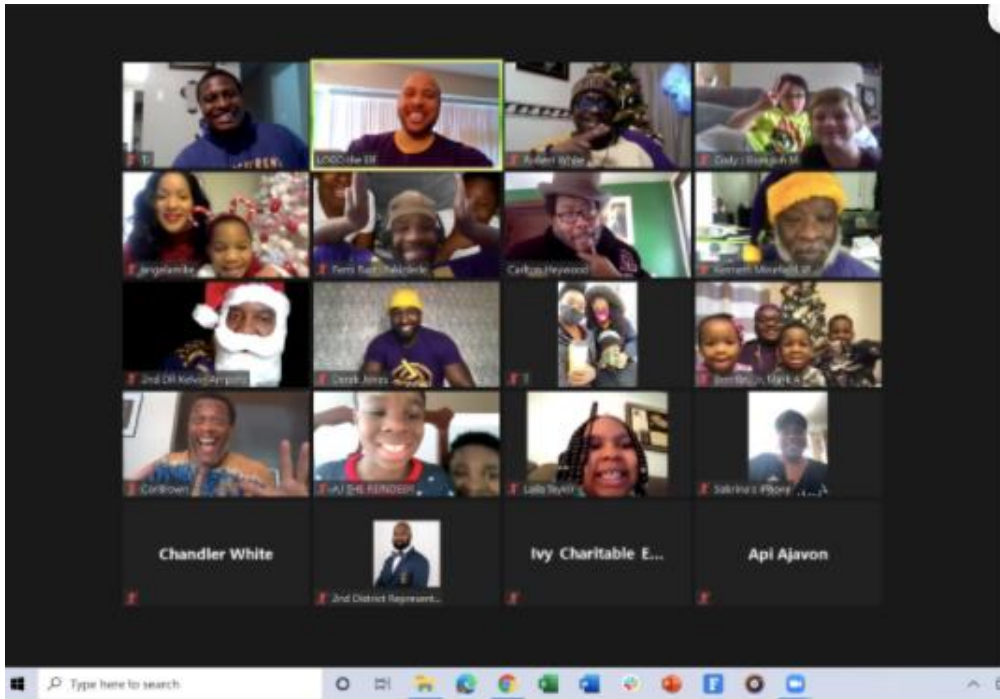
Great shot – Photo tells the Story
Brothers Feeding the Homeless



No Photos With Brothers Displaying Hooks



No Zoom Platform Shots





No Posed Photos – They Don't Tell The Story





Poor Photo Quality & Text Embedded

Bad Lighting



Text embedded in photo



BRANDING - OMEGA'S STORY



Omega Brand Statement

25-Word (Elevator) Positioning Statement:

OPPF is a historically Black fraternal organization that provides and promotes programs of social-, cultural- and economic uplift to the communities we serve. For over a century, we have recruited, trained and deployed men of color for leadership roles in service to humanity.

50-Word Positioning Statement:

Our social action programs touch the lives of hundreds of thousands of families and individuals each year. Whether our efforts result in entertaining an audience, educating a group of young people; or simply helping those in need, we have developed a reputation for delivering programs and projects that make a difference in the lives of those we serve.

100+ Word Positioning Statement:

A partial list of social action initiatives includes: scholarships for deserving students, mentoring programs for disadvantaged youth, leadership development and training in partnership with GE, health and wellness prevention through partnerships with State Farm and American Cancer Society. If your company is looking to move from “success” to “significance” as a corporate neighbor, let’s have a conversation!

Our aim is to make you feel welcome, respected and well served!

BRANDING - TELL YOUR CHAPTER STORY CREATE A CHAPTER LOGO





BRANDING - MAINTAIN A CHAPTER WEBSITE

EACH WEBSITE SHOULD CONTAIN :

- Ω Basileus Welcome
- Ω Fraternal and Chapter History
- Ω Current and Past Leadership
- Ω Line Histories/ Sons of the Chapter
- Ω Mandated Programs & Events
- Ω Photo Gallery of Mandated Programs & Event
- Ω Dues and Donations
- Ω Contact us

BRANDING - PRODUCE AN ANNUAL CHAPTER PICTORIAL MEMBERSHIP DIRECTORY & HANDBOOK



CONTENTS

- Ω Chapter History
- Ω Past Basili
- Ω Omega Brand statement
- Ω Chapter Heritage Officers
- Ω Chapter Executive Committee
- Ω Chapter Committees
- Ω Supreme Council Members and Committees
- Ω Chapter Member Photos & Contact Info



CHAPTER PUBLIC RELATIONS PROJECTS

- Ω Produce and archive videos of Seasoned Members Telling their Stories.
- Ω Produce and archive videos of Social Action Projects
- Ω Maintain Chapter activities on other Social Media platforms
 - Ω Instagram
 - Ω Facebook



QUESTIONS