On December 4, 1867 in a small Washington, D.C., building that housed the office of William Saunders, Superintendent of Propagating Gardens in the Department of Agriculture, the Order of Patrons of Husbandry, more commonly known as the Grange, was born. Sitting around a plain wooden table, a group of seven earnest men, planned what was destined to become a vital force in preserving and expanding American democracy. They were all men of vision—they had faith in God, in their fellow man and the future. The Seven Founders of the Order of the Patrons of Husbandry were: Oliver H. Kelley, William Saunders, Aaron B. Grosh, William M. Ireland, John R. Thompson, Francis McDowell and John Trimble, assisted by Caroline Hall, who was later named an honorary eighth founder of the Grange.

In January 1868, the National Grange met and formed the first local Grange, Potomac Grange #1, which became a training ground for the organization of local Granges elsewhere. Kelley was commissioned to travel across the country, expressly to facilitate the formation of local Granges. The first he established was Fredonia Grange #1 in New York. Organizing local Granges was slow going at first; a lesser man would have become discouraged to the point of giving up. Suffice it to say that the early days were not fruitful, and that the ordeal taxed the resources and energy of all involved. After several months’ travel, Kelley finally arrived at his farm in Minnesota, his money gone, and with only one local Grange to show for all his efforts.

Through 1875, the Order enjoyed a period of increasing success in organizing local Granges across the country, and by the year’s end, 28 State Granges were established. At times, their success astounded the leaders; in December of 1873, 1,235 new local Granges were organized. 1874 saw 11,941 new Granges formed.

From the start of the Grange, women have had full vote and voice, more than 40 years before the passage of the 19th Amendment. As such, the Grange has a long tradition of advocating for women’s rights and other social and family issues important to women.

The Grange was a major advocate for rural free mail delivery and rural electrification; is cited when discussing a series of laws passed in the western United States after the Civil War to regulate grain elevator, railroad freight rates and to address long- and short-haul discrimination; and much more. The victories of the Grange on the legislative, advocacy and education fronts are numerous and continue through today.
## Hand In History: 145 Years of Grange In America

The National Grange, founded in 1867, is the nation's oldest general farm and rural public interest organization. The history of the National Grange is a history of progress and achievements for farmers and rural communities across this country.

### Important historical dates in the 145-year history of the National Grange:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1867</td>
<td>The National Grange becomes the first nationwide farm organization and is the first national organization to give full voice and vote to women, 60 years before the adoption of Universal Suffrage in the United States.</td>
</tr>
<tr>
<td>1868</td>
<td>The National Grange secures passage of legislation to protect the political and economic rights of farmers and consumers including: the Hatch Act creating “Experiment Stations” at state colleges of agriculture (1867), elevation of the U.S. Department of Agriculture to the President’s Cabinet (1889), the Sherman Anti-Trust Act (1890), rural free delivery mail service (1901), the first legislation promoting ethanol as a motor fuel (1906), the Pure Food and Drug Act (1906), direct election of U.S. Senators (1913), federal income tax (1913), Smith-Lever Act for vocational education (1914), the Clayton Anti-Trust Act (1914), and Universal Suffrage (1919).</td>
</tr>
<tr>
<td>1867-1919</td>
<td>The National Grange secures passage of legislation to protect the political and economic rights of farmers and consumers including: the Hatch Act creating “Experiment Stations” at state colleges of agriculture (1867), elevation of the U.S. Department of Agriculture to the President’s Cabinet (1889), the Sherman Anti-Trust Act (1890), rural free delivery mail service (1901), the first legislation promoting ethanol as a motor fuel (1906), the Pure Food and Drug Act (1906), direct election of U.S. Senators (1913), federal income tax (1913), Smith-Lever Act for vocational education (1914), the Clayton Anti-Trust Act (1914), and Universal Suffrage (1919).</td>
</tr>
<tr>
<td>1870</td>
<td>The National Grange is the first national farm organization to attempt to organize African American farmers following the Civil War.</td>
</tr>
<tr>
<td>1871</td>
<td>Chicago entrepreneur Montgomery Ward begins his mail order business as a contractor to the National Grange selling exclusively to Grange members.</td>
</tr>
<tr>
<td>1874-2008</td>
<td>Grange sponsored fairs, attracting more than one million visitors each year, provide entertainment, education, a showcase for local agriculture production and community-based economic development opportunities.</td>
</tr>
<tr>
<td>1875-2008</td>
<td>The National Grange introduces the “Rochdale” system of cooperative business organization to America. Over time, successful national and regional farm cooperatives were formed from locally organized Grange cooperatives and Grange stores.</td>
</tr>
<tr>
<td>1914-2008</td>
<td>Grange secures passage of successive pieces of legislation to finance general transportation improvements to benefit farming and rural communities based on dedicated user fees deposited in highway, waterways and airport trust funds.</td>
</tr>
<tr>
<td>1916-1941</td>
<td>The National Grange secures passage of federal legislation to assist struggling farmers by strengthening their property rights and their bargaining position including: the Federal Farm Loan Act (1916), the Packers and Stockyards Act (1921), Capper-Volstead Act (1922), the Grain Futures Act (1922), Farm Credit Act (1933), Produce Agency Act (1927), Perishable Agricultural Commodities Act (1930), Agricultural Marketing Agreements Act (1937), Pure Seed Act (1939), and the Livestock Theft Act (1941).</td>
</tr>
<tr>
<td>1920-1950</td>
<td>National Grange organizes mutual insurance companies focused on serving farm and rural markets. Grange insurance companies were among the first to offer property and casualty insurance to Japanese-American farmers returning from internment following WWII.</td>
</tr>
<tr>
<td>1920-1980</td>
<td>Grange is instrumental in organizing rural electric cooperatives, telephone cooperatives, water service cooperatives, public utility districts, volunteer fire departments and state police programs across the U.S.</td>
</tr>
<tr>
<td>1945-1970</td>
<td>The National Grange assists in rebuilding a world ravaged by economic depression and war. The National Grange advised the U.S. delegation at the founding of the United Nations (1945). The National Grange helped found CARE or Cooperatives for American Relief Everywhere (1946). The Grange/German Friendship program, a part of the U.S. Marshall Plan, brought more than 1700 German and European farm teenagers to live with Grange farm families to learn about modern agriculture practices and the advantages of democracy (1950-1966). The National Grange participated in agriculture development programs for the U.S. Peace Corps (1963-1970).</td>
</tr>
<tr>
<td>1947-2008</td>
<td>The National Grange is instrumental in organizing rural electric cooperatives, telephone cooperatives, water service cooperatives, public utility districts, volunteer fire departments and state police programs across the U.S.</td>
</tr>
<tr>
<td>1953-2012</td>
<td>The National Grange sponsored community service programs generate more than one million volunteer hours annually for community improvement projects.</td>
</tr>
</tbody>
</table>

These are just some of the accomplishments of the National Grange throughout its proud history. We encourage everyone to learn more about the important role that the Grange continues to play in the history of their community, their state, and their nation by visiting www.nationalgrange.org.
Appendix B: Declaration of Purposes

PREAMBLE

Profoundly impressed with the truth that the National Grange of the Order of Patrons of Husbandry should proclaim to the world its general objectives, we hereby unanimously make this Declaration of Purposes:

GENERAL OBJECTIVES

United by the strong and faithful tie of an agricultural fraternity, yet welcoming all of good moral character to membership, we mutually resolve to labor for the good of our Order, our country, and mankind.

We heartily endorse the motto, “In essentials, unity; in non-essentials, liberty; in all things, charity.”

SPECIFIC OBJECTIVES

We shall endeavor to advance our cause by striving to accomplish the following objectives:

To develop a better and higher manhood and womanhood among ourselves; to enhance the comforts and attractions of our homes; to strengthen our attachments to our pursuits; to foster mutual understanding and cooperation; to maintain inviolate our laws, and to emulate each other in labor, in order to hasten the good time coming.

We propose meeting together, talking together, working together, and in general, acting together for our mutual protection and advancement. We shall constantly strive to secure harmony, good will, and brotherhood, and to make our Order perpetual. We shall earnestly endeavor to suppress personal, local, sectional, and national prejudices, all unhealthy rivalry and all selfish ambition. Faithful adherence to these principles will ensure our mental, moral, social and material advancement.

BUSINESS RELATIONS

For our business interests we desire to bring producer and consumer into the most di-
rect and friendly relations possible, remembering that “individual happiness depends upon general prosperity.”

We are opposed to such spirit and management of any corporation or enterprise which tends to oppress people. We long to see the antagonism between capital and labor removed by common consent, and by statesmanship worthy of an enlightened people.

We are opposed to wages and salaries that exceed productive efficiency. We recommend that farmers buy wisely and produce efficiently to make their farms profitable; to make maximum use of the innovations of science and technology; to systematize their work and to calculate intelligently on probabilities.

To all we recommend sound money management that we may avoid insolvency and bankruptcy.

**EDUCATION**

We shall advance the cause of education by all just means within our power.

Influenced by our strong beliefs in the institution of the family, we are convinced that education begins in the family circle. Discipline is an essential part of education. Self-discipline comes with maturity. Until such time as this level of competency is reached, families and schools have a responsibility for enforcing adequate discipline.

We recognize the necessity of experimentation to develop new and better methods of education, but we caution against the widespread adoption of these innovative and experimental methods until they have been proven effective.

We recognize that education is a continuing process. We encourage all to continue their education through adult education classes, by continued reading, observation and such other methods as may be available, including radio and television.

We recognize the valuable contribution made to education by the printed word, especially in newspapers, periodicals and books, and will continue to advocate their widespread availability.

**THE GRANGE—NOT PARTISAN**

We emphatically and sincerely assert the oft-repeated truth taught in our Constitutional Law, that the Grange—National, State, Pomona, or Subordinate—is not a partisan or party organization.

The principles we teach underlie all true statesmanship, and if properly carried out, will tend to purify the whole political atmosphere of our country; for we seek the greatest good to the greatest number.

We must always bear in mind that no one, by becoming a Patron of Husbandry, gives up
that inalienable right and duty which belongs to every American citizen, to take a proper interest in the politics of one’s country.

On the contrary, it is right for every member to do all in his or her power, legitimately, to influence for good the action of any political party to which he or she belongs. It is reserved by every Patron, as the right of a free citizen to affiliate with any party that will best carry out his or her principles.

We acknowledge the broad principle that difference of opinion is no crime, and hold that “progress toward truth is made by differences of opinion,” while “the fault lies in bitterness of controversy.”

We desire a proper equality, and fairness; protection for the weak; restraint upon the strong; in short, justly distributed power. These are American ideals, the very essence of American independence, and to advocate the contrary is unworthy of the sons and daughters of our republic.

We cherish the belief that sectionalism is, and of right should be, dead and buried with the past. Our work is for the present and the future. In our agricultural fraternity we shall recognize no North, no South, no East, no West.

**OUTSIDE COOPERATION**

Our Fraternity, being agriculturally based, family oriented and dedicated to the pure principles of equality under Constitutional Law, we appeal to all good citizens for mutual cooperation and assistance toward reform that we may remove from our midst the last vestige of inequity and corruption. We believe that harmony, equitable compromise and earnest cooperation are essential to future success.

**CONCLUSION**

It shall be an abiding principle with us to relieve any of our oppressed and suffering members by any reasonable means at our command. We proclaim it among our purposes to continue our historical appreciation of the abilities and equality of women.

Imploring the continued assistance of our Divine Master to guide us in our work, we pledge ourselves to faithful and harmonious labor for all future time; to advance by our united efforts, to the wisdom, justice, fraternity and political purity so earnestly sought by the wise and courageous men and women who founded our noble Order.

*(Adopted at the 109th Annual Convention of the Nation Grange—November, 1975 at Columbus, Ohio.)*
INSERT DECLARATION OF PURPOSES BROCHURE HERE
Insert Declaration of Purposes Brochure Here
Appendix C: Quick Guide to AP Style & Commonly Misspelled Words

The Associated Press was founded in 1848 as a cooperative effort among six New York newspapers that wished to pool resources for gathering international news. Today, with over 3,700 employees in 121 countries, the Associated Press is the world’s single largest news organization. Every day, more than a billion people read, hear or see AP news.

From the beginning, AP reporters have written their dispatches for readers from diverse social, economic and educational backgrounds and a wide range of political views. The AP therefore strives to keep its writing style easy to read, concise and free of bias. The Associated Press Stylebook, first published in 1977, clarified the news organization’s rules on grammar, spelling, punctuation and usage. Now in its sixth edition, the Stylebook is the standard style guide for most U.S. newspapers, magazines and public relations firms.

The following Quick Reference is taken from The Associated Press Stylebook and Libel Manual.

a, an — use the article “an” in front of words that sound as if they begin with a vowel, regardless of how they are spelled.

academic degrees — Put an apostrophe in bachelor’s degree and master’s degree. This is to show possession. The degree belongs to the bachelor or master. Even when shortened to bachelor’s and master’s (no “degree” afterward), you keep the apostrophe.

addresses — Abbreviate the words street, avenue and boulevard if they appear after a numbered address. Also abbreviate compass directions, but only if they appear with a numbered address. So, you would write 50 N. Richardson Blvd., but if you leave off the house number, write North Richardson Boulevard.

affect, effect — Ninety-nine times out of 100, if the word you use is a verb, spell it with an “a,” and if it is a noun, spell it with an “e.” In these two usages, affect means to influence and effect means the result of an action — and those are by far the most common uses. Examples? Student: How will this affect (try substituting the word “influence”) my grade? Teacher: I don’t know what the effect (try substituting the word “result”) will be.

ages — for ages, always use figures. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated. Don’t use apostrophes when describing an age range. Examples: A 21-year-old student. The student is 21 years old. The girl, 8, has a brother, 11. The contest is for 18-year-olds. He is in his 20s.
a.m., p.m. — Recognize that 8 p.m. tonight is redundant. So, write 8 tonight, or 8 p.m. today.

cities – AP style does not require the name of a state to accompany the names of the following 30 cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle or Washington

c-co- — Sometimes it’s followed by a hyphen, and sometimes it’s not. When the prefix is part of a word indicating occupation, hyphenate, as in co-worker, co-owner. There are no hyphens when the letter “o” is doubled, as in cooperate and coordinate.

collective nouns — In the United States, nouns such as team, Congress, committee and group take singular verbs, such as “is.” These collective nouns also take the pronoun “it” instead of “they.” So, if you’re confused about whether a word such as “team” is an “it” or a “they,” try making up a sentence using the word followed by “is” or “are.” You wouldn’t say “The team are playing well.” Try this, instead: “The team is playing well. It may win this game.”

colon - Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: She promised this: The team will go to nationals this year. But: There were three issues with the project: expense, time and feasibility.

comma – Place a comma before and after the following when they appear in the middle of a sentence: A year, if it follows a month and date. Example: I was born on Aug. 8, 1982, in Reading, Pa. A state, if it follows a city or county name. Example, I was born in Reading, Pa., on Aug. 8, 1982. An appositive, which means a word or phrase that says the same thing as a word or phrase next to it. Example: I saw my boss, Ed Luttrell, in the elevator. (Adding Ed Luttrell clarifies who my boss is.) However do not place a comma after a title that precedes a name. Example: President Barack Obama signed the bill today. Do not put a comma before the conjunction in a simple series: Boston, Newton, Cambridge and Lexington. Use a comma to set off a person’s hometown and age: John Smith, Newton, was accepted to Brandeis University. Jane Smith, 22, graduated yesterday.

datelines – Newspapers use datelines when the information for a story is obtained outside the paper’s city of publication. All press releases should include a dateline. Datelines appear at the beginning of stories and include the name of the city in all capital letters, usually followed the state or territory in which the city is located. The Associated Press Stylebook lists 30 U.S. cities that do not need to be followed by the name of a state. See cities below. Examples: DENVER – The Democratic National Convention began...; ST. PAUL, Minn. – The Republican National Convention began...

Days/dates — Do not use both the day and the date, such as Monday, March 2. Always use Arabic figures, without st, nd, rd or th. Unless you foresee confusion, do not include the present year or the year if you indicate the previous or following year. Example: last December not next March 2013. Do not use yesterday, today and tomorrow because the time element will be incorrect or confusing to readers/viewers.

dimensions — Use figures for all numbers that indicate height, weight, width, etc., even
for numbers less than 10. Example: The book weighs 2 pounds.

**directions and regions** — Capitalize words such as North and South if they refer to places you can stand and say, “I am standing in the _______. That means they are nouns referring to regions, and AP says capitalize them as such. When referring to compass directions, such as “I am walking north,” then lower case them.

**essential clauses, essential phrases** — If you use the word “which” to introduce a phrase or clause, precede it with a comma. Do not precede the word “that” by a comma. Use “which” to introduce non-essential phrases and clauses, which can be eliminated from a sentence without changing its essential meaning.

**fewer, less** — Use fewer for things that you can count. Example: I have fewer quarters than you do. (You can count, “One quarter, two quarters, three quarters.”) Use less for things you cannot count. Example: I have less cash than you do. (You don’t say, “One cash, two cash, three cash.”)

**hyphen** - Use a hyphen for compound adjectives before the noun: well-known student, full-time job, 20-year sentence. Do not use a hyphen when the compound modifier occurs after the verb: The student was well known. Her job became full time. He was sentenced to 20 years.

**Inc.** — Do not precede it with a comma.

**it’s, its** — “It’s” is a contraction that means it is, or it has. “Its” means “belonging to it.” Whenever you must choose one or another in a sentence, try inserting the phrase “it is” or “it has.” If one of those pairs makes sense, then use it’s.

**Jr./Sr./generational designation** – do not precede with a comma.

**lay, lie** — Not as tricky as it might seem. “Lay,” in the present tense, requires an object; in other words you can only “lay” something as in “I will lay my sword down.” The word “lie” in the present tense means recline on a horizontal plane, as in “The sword lies there.” In the past tense, lay becomes laid, and lie becomes lay. Examples: I laid the sword on the floor yesterday. It lay there for several hours before I picked it up.

**local** — A word you almost never need. “He was taken to a local hospital” is silly. Just say “He was taken to a hospital.” Better yet, name the hospital

**majority, plurality** — A majority is at least a tiny bit more than 50 percent. A plurality is the largest percentage of something that is divided at least three ways, and yet is below 50 percent. Example: If John Smith wins 47 percent of the vote, Jane Doe wins 43 percent of the vote, and Ted Jones wins 10 percent of the vote, then Smith has a plurality, not a majority.

**military titles** — Most military titles that appear immediately before a person’s name are abbreviated, and all are capitalized.

**millions, billions** — Try to avoid long numbers with lots of zeroes, as in 4,000,000,000. Instead, say 4 billion.
months — Never abbreviate months when they do not immediately precede a date. Example: She was hired in March last year. However, when the name of a month immediately precedes a date, abbreviate it if necessary. Abbreviation for months is as follows: January – Jan.; February – Feb.; March – no abbreviation; April – no abbreviation; May – no abbreviation; June – no abbreviation; July – no abbreviation; August – Aug.; September – Sept.; October – Oct.; November – Nov.; December – Dec.

names – Always use a person’s first and last name the first time they are mentioned in a story. Only use last names on second reference. Do not use courtesy titles such as Mr., Mrs., Miss or Ms. unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

numerals – Spell out numbers below 10 and use figures for numbers 10 and above with some exceptions. Example: The man had five children and 11 grandchildren. Exceptions: Never begin a sentence with a figure, except for sentences that begin with a year. Examples: Two hundred freshmen attended. Five actors took the stage. 1776 was an important year. Use roman numerals to describe wars and to show sequences for people. Examples: World War II, Pope John Paul II, Elizabeth II. For ordinal numbers, spell out first through ninth and use figures for 10th and above when describing order in time or location. Examples: Second base, 10th in a row. Some ordinal numbers, such as those indicating political or geographic order, should use figures in all cases. Examples: 3rd District Court, 9th ward. When referring to money, use numerals. For cents or amounts of $1 million or more, spell the words cents, million, billion, trillion etc. Examples: $26.52, $100,200, $8 million, 6 cents.

period – use a single space after a period. Do not put a space between initials, such as J.K. Rowling.

plurals (proper noun) — Note the unusual rule that when you form the plural of a proper noun that ends in a “y,” you usually add an “s,” as in Kennedys, Grammys, Emmys.

possessives — To form a possessive of a singular proper noun that ends in “s,” add an apostrophe. Example: Edys’ ice cream. To make something that is singular into a possessive, add ‘s. Example: Joe’s Market. To make something plural into a possessive, add an apostrophe. Example: The students’ field trip.

quotations — Quote marks always appear outside a period, comma, semicolon and colon. When a full-sentence quotation is introduced or followed by attribution, place a comma between them. Examples: I said, “How could we not offer assistance?” . . . “This was one of the most successful days on record for our Grange fair,” he said. One exception to the rule is that quotations in the form of a question do not need a question mark and a comma — merely a question mark. Example: “What will we do now?” he asked. [Note the lower case “h” in he.] When using a sentence fragment as a quotation, do not set it off with a comma unless the sentence requires one for proper grammar. Example: She said she felt “ready to take on the world” after she swam the length of the pond. [Note that the only words he actually said were “ready to take on the world.” The rest of the sentence is a paraphrase, not a quotation, and thus does not have quote marks.]
seasons – Lowercase spring, summer, fall and winter, as well as derivatives like winter-time unless part of a formal name like the Summer Olympics

second reference — Well-known abbreviations are acceptable on second reference. For example, Internal Revenue Service can become “the IRS” the second time you refer to it. Avoid using unfamiliar abbreviations. Do not put parentheses around an odd abbreviation.

state names — Spell out all names of states in sentences unless they are preceded by a city, county or military base name. If so abbreviate all state names using the old postal code abbreviations. Do not abbreviate Hawaii, Alaska, Idaho, Iowa, Maine, Texas, Ohio, and Utah. Examples: He lived in Pennsylvania. He lived in Drums, Pa. She lived in Texas. She lived in Abbott, Texas.

Alabama – Ala.    Nebraska – Neb.
Arkansas – Ark.    New Hampshire – N.H.
California – Calif.    New Jersey – N.J.
Colorado – Colo.    New Mexico - N.M.
Connecticut – Conn.    New York – N.Y.
Florida – Fla.    North Dakota – N.D.
Kentucky – Ky.    South Carolina – S.C.
Louisiana – La.    South Dakota – S.D.
Maryland – Md.    Tennessee – Tenn.
Missouri – Mo.    Wisconsin – Wis.

temperature — Use figures unless the temperature is zero. Examples: It’s minus 5 degrees. This morning it was 7 degrees.

times – use figures, but spell out noon and midnight. Use a colon to separate hours from minutes, but do not use :00. Examples: 1 p.m., 3:30 a.m.

titles — Capitalize formal titles immediately before a name, and do not separate the title from the name by a comma. Example: National Grange Executive Committee Chairwoman Betsy Huber accepted the honor. Titles that appear after a name or standing alone are almost never capitalized.

United States — Abbreviate it as “U.S.” only as an adjective before a noun, as in U.S. hockey team, U.S. economy and U.S. bonds. Otherwise, spell it out: Grange members
love the United States.

**vice president** — No hyphen.

**years** — To indicate a decade, add an “s.” to the first year in the decade. Example: In the 1980s, I was just a child. If you abbreviate this, do it this way: In the ’80s, I watched a lot of sci-fi movies. Remember that years are never spelled out. Even at the beginning of a sentence, use a figure: 1999 was a good year. When listing multiple years, eliminate redundant century figures such as 1998-1999. Just use 1998-99. When a phrase lists only a month and year, do not separate the month and the year with commas: The new Web site will launch in December 2007.

**Commonly Misspelled Words:**

1. accommodate (two c’s, two m’s)
2. acknowledge
3. adviser (AP likes an “e” in it)
4. afterward (no “s” at the end)
5. all ready (everyone is prepared; all are ready) and already (completed action)
6. altar (table in church) and alter (modify)
7. amid (has no “st” at the end)
8. among (has no “st” at the end)
9. busing (transporting by bus) and bussing (osculating, i.e., kissing)
10. calendar
11. canceled, cancellation (these are AP’s preferences)
12. cemetery (the vowels are “e”s)
13. embarrass (two “r”s and two “s”s)
14. indiscreet (meaning imprudent)
15. indiscrete (meaning separated into parts)
16. judgment (there is no “judge” in judgment)
17. knowledge
18. livable
19. maintenance
20. officeholder (one word)
21. personnel
22. piece (remember “i” before ‘e’ except after ‘c’”)
23. principal (meaning primary or major, as in the title of the high-ranking school official)
24. principle (a fundamental law or doctrine)
25. privilege (no “d”)
26. secretary
27. sergeant (not sargent)
28. sheriff
29. vicious
30. withhold (two “h”s)
Appendix D: Grange Style Book Addendum

It is recommended that all Grange members who are responsible for producing written communications (letters, newsletters, brochures, articles, guides, etc.) for their Grange purchase The Associated Press Stylebook. The book was originally written for journalists, but countless writers from diverse backgrounds with varying goals find that this book is a valuable and indispensable resource. Appendix C serves as a quick reference to the biggest AP Style rules. This, however, is a Grange-specific Style Guide that should be followed in all communications.

Your local Grange may have specific programs, events or groups that should also appear consistently. You may choose to add entries to this Grange Style Book Addendum, however, none should be in conflict with the style set by the National Grange.

Annual National Convention – Place convention number in front of official title: 140th Annual National Grange Convention. The word meeting should not be used to refer to the annual convention. Also see Session.

Annual Word – Always capitalize. Issued annually by the High Priest of Demeter as a security measure to verify Grange membership for unrestricted entry into a private Grange meeting.

Assembly of Demeter – Always capitalize.

Board of Directors – Always capitalize. The usage of the title Board of Directors varies among Granges. The standard practice is to use Executive Committee internally and Board of Directors externally. Ask Grange Master/President for appropriate use at your Grange.

Burial Ceremony – Always capitalize. This is the formal, graveside memorial service for a deceased Grange member.

Charter – Always capitalize. A document issued by the National Grange authorizing a local Grange to operate.

Charter Draping or Draping the Charter Ceremony – Always capitalize. This is the formal memorial service performed at a Grange meeting or session for a recently deceased Grange member.

Degree – Always capitalize when referring to one of the seven degrees of the Order: First Degree, Second Degree, etc.
Delegates – Always capitalize. Refers to the representative, legislative, decision-making body of the organization that meets annually at the National Grange Convention.

Demit – Always capitalize. A voluntary request to terminate Grange membership.

Digest of Laws – Always capitalize. On second reference, Digest, is acceptable. It is the formal governance document of the Grange. It consists of the Preamble, Constitution, Declaration of Purpose, Articles of Incorporation, Bylaws and Code.

Executive Committee – Always capitalize. The usage of the title Executive Committee varies among Granges. The standard practice is to use Executive Committee internally and Board of Directors externally. Ask Grange Master/President for appropriate use at your Grange.

Grange – Always capitalize.

Grange Law – Always capitalize. Includes the formal written governance documents of the organization, as well as the binding interpretive decisions made by Grange Masters/Presidents.

Grange Names – Always capitalize the formal name of any State, Pomona, or Subordinate Grange: Alaska State Grange, Carroll County Pomona Grange, Perry Valley Grange.

Grange Officer Titles – Always capitalize when used directly before an individual’s name: National Grange President Edward Luttrell is in Washington, D.C. today. If used after an individual’s name, offset with commas and lowercase: Edward Luttrell, president of the National Grange, is in Washington, D.C. today. Always lowercase when not used with an individual’s name: The president of the National Grange is in Washington, D.C. today.

Grange Regalia – Always capitalize. Refers to the proper attire and artifacts worn at Grange meetings.

Grange Ritual – Always capitalize. Refers to the ritualistic work of the Grange.

Grange Symbols – Always capitalize: Shepard’s Crook, Spud, Gavel, etc.

G.R.O.W. Club - Always use periods. Go Right On Working Club is a part of the Grange Youth program.

Installation or Installation Ceremony – Always capitalize. This is the formal, traditional ritual ceremony for installing Grange officers.

Junior Grange – Always capitalize. This program is open to children ages 5 to 14. Specific Junior Granges can exist or individual children may be part of a State Junior Grange.

Master – Always capitalize. The usage of the title Master varies among Granges. The standard practice is to use Master internally and President externally.

National Grange – Always capitalize.

Obligation or Obligation Ceremony – Always capitalize. This is the first four Degrees of the Order that confers immediate membership privileges.
**Order of Patrons of Husbandry** – Always capitalize. This is the formal, legal name of all affiliated chapters and divisions of the organization; most commonly used in legal documents. The full name of a chapter affiliated with the organization reads as follows: Potomac Grange #1 of the Order of Patrons of Husbandry.

**Order or the Order** – Always capitalize. On second reference, this term is acceptable when referring to the formal name of the organization (Order of Patrons of Husbandry). This term is not generally used in legal documents.

**Pomona Grange** – Always capitalize. For external uses, County Grange is acceptable.

**President** – Always capitalize. The usage of the title President varies among Granges. The standard practice is to use Master internally and President externally.

**State Grange** – Always capitalize.

**Subordinate Grange** – Always capitalize. For external purposes, you may refer to the Subordinate Grange as a Community Grange or pluralized as local Granges.

**Unwritten Work** – Always capitalize. This refers to portions of the traditional Grange ritual, which are not formally written but communicated orally.

**Youth and Young Adult Grange** – Always capitalize.

**Your Grange Entries Here**
MEDIA ALERT

National Grange set to kick of 145th Annual Convention Nov. 8 to 12 in Tulsa

WHAT: The 145th Annual National Grange Convention

WHO: National Grange of the Order of Patrons of Husbandry, America’s oldest nonprofit agriculture and rural America advocacy organization, with chapters in more than 2,700 hometowns across the United States

WHY: Each year delegates from 36 states attend the annual convention in order to draft and vote on policies for the organization. Resolutions that come before the delegate body are drafted and passed in the more than 2,700 local and state level Granges across the U.S. Also, Grange members attend the convention to receive the Seventh Degree, the Order’s highest level, participate in workshops and discussions on topics related to agriculture and rural America, receive awards for community service, deaf awareness and other programs the Grange supports, and enjoy fellowship with other Grange members.

All events are open to the public with the exception of the Opening of the Grange from 2 to 2:15 p.m. Nov. 8, the Convocation and Business Meeting of the Assembly of Demeter from 8 to 9 p.m. Nov. 10, and the Seventh Degree Conferral from 1 to 3 p.m. Nov. 12

WHEN: The convention officially begins at 2 p.m. Nov. 8 and will run through 10 p.m. Nov. 12, however delegates will work in committees beginning Nov. 6

WHERE: Tulsa Marriot Southern Hills. Parking is free. Please see attached schedule for room assignments of specific events

NOTE: Enclosed you will find a PDF of the 145th Annual National Grange Convention program

MEDIA CONTACT:
Amanda Leigh Brozana
National Grange Communication Director
Office: (202) 628-3507 ext. 102
10 a.m. to 5 p.m. EST Nov. 1 and 2; all other calls should be directed to mobile
Mobile: (508) 558-8526
abrozana@nationalgrange.org
FOR IMMEDIATE RELEASE  
FEBRUARY 6, 2012

National Grange Applauds Dept. of Labor for Withdrawing Unnecessary Youth Farm Labor Regulations

WASHINGTON, D.C. – The National Grange, this week, applauded the Dept. of Labor for withdrawing their proposed regulations to alter child labor rules as they apply to children working in agriculture.

National Grange President Ed Luttrell said the organization commends the decision because as written, the proposals would have had a negative impact on America’s family farms and ranches.

- MORE -
“As a family organization, the safety and well being of our youth is a top priority for the Grange, because we know that we are training tomorrow’s farmers and ranchers,” Luttrell said. “Bestowed with that responsibility, we understand that it is necessary to provide a safe and secure setting where our youth can develop their interests in agriculture and carry that knowledge into the future. Regulations that prohibit youth from obtaining that knowledge are ultimately counterproductive to the larger legacy of training tomorrow’s growers.”

The National Grange and numerous other agriculture organizations had decried the proposed regulations in late 2011, citing concerns that such a move might lead to the waning interest of future producers in agriculture and many other social consequences outweighing potential benefits to changes in regulation.

“The Department’s proposals, though well intentioned, were far too encompassing and limiting to farming youth,” Luttrell said. “We applaud their decision to withdraw, and believe this to be a victory for America’s farming families.”

# # #

Established in 1867, The National Grange, a nonpartisan, nonprofit fraternal organization, is the oldest agricultural and rural community service organization. With more than 2,100 local chapters, the Grange has evolved into the nation’s leading rural advocacy organization and a major benefactor to local communities. There are more than 160,000 members across the United States. For more information on the National Grange, visit our website at www.nationalgrange.org.
The National Grange provides several brochures for local, Pomona and State Grange use for sale through the Grange Store. Granges may personalize Brochures using the Staples discount and printing program. To find out more about this, contact the National Grange Communications Office.

Brochures sold through these avenues are specifically designed to enhance our brand and maintain consistency, an essential element to growing our organization. For this reason, the National Grange strongly discourages Granges to create their own membership, benefits or other brochures.

However, often Granges will find times when brochures created for local events or programs are necessary. In this case, we offer a step-by-step guide to creating a brochure in the most popular home office software, Microsoft Word. Granges may also contact the National Grange office to request assistance. While we cannot guarantee assistance due to time constraints, often the Communications office can offer sample brochures and templates that may be customized for your event or program and still present a unified message, branding, theme and professional appearance. For further assistance, contact the Communications Department at 888-4-GRANGE ext. 102.

**Guide to Creating a Brochure in Microsoft Word**

1. Open Microsoft Word

2. Click on the “File” or “Office” button in the upper-left corner of the screen and choose “New”

3. Click on the “Brochures and Booklets” button from the list and choose “Brochures” from the listed options

4. Find the brochure template that you would like to use and either double-click on it or select it and then click on download. This should open up a new document with a sample brochure

5. To replace the sample text with your own writing, simply click on the text boxes, highlight, and delete the text

6. Similarly, to insert your own pictures, simply click on the existing ones and press “delete”. Then, click on “Insert” from the top tab and select “Picture” to choose your own photo
7. When inserting your own photos, remember to not skew the photo size by enlarging them to fit the frame shape. Instead, click on the corner of the photo and drag to increase or decrease the size, while maintaining the original shape and proportion of the photo.

8. If you would like to crop a photo, double click on the image to bring up a new photo menu at the top of the screen. Click on “Crop’ and adjust the photo using your mouse as you see fit.

9. To adjust the position of a picture, or place one overtop of another, double-click on the photo and use the “Bring to Front” or “Send to Back” options in the photo menu.

10. Remember to be mindful of the margins when inserting pictures or text, as you will be folding the paper and do not want anything to overlap.

A word about Templates

When you choose a template, you should consider your audience. Are you giving these brochures to parents of young children? Older adults? Elected officials or business professionals? You should also understand your goal. Are you soliciting donations for a community service project that will help kids? Are you trying to bolster support for a local legislative action?

The template you choose must fit the audience and the message. A template that is filled with lots of color and graphics that appeal to children is not appropriate for an adult audience asked to support something serious.

Microsoft has several templates as part of their software that comes pre-installed, however it also offers free templates that you can download and customize through their website. To find more templates, go to:


In the following pages, you will find thumbnails of all the updated National Grange brochures available for purchase. Please take a minute to review the design and consistency in branding.
INSERT GRANGE MEMBERSHIP BROCHURE HERE
INSERT GRANGE YOUTH BROCHURE HERE
INSERT GRANGE YOUTH BROCHURE HERE
Insert Junior Grange Brochure Here
INSERT JUNIOR GRANGE BROCHURE HERE
Insert Grange E-Membership Brochure Here
INSERT GRANGE E-MEMBERSHIP BROCHURE HERE
INSERT GRANGE MEMBER BENEFITS BROCHURE HERE
INSERT GRANGE MEMBER BENEFITS BROCHURE HERE
INSERT GRANGE MEMBER BENEFITS BROCHURE HERE
INSERT GRANGE MEMBER BENEFITS BROCHURE HERE
Insert Recruiting Members Brochure Here
INSERT RECRUITING MEMBERS BROCHURE HERE
Appendix G: Grange Website and Electronic Social Media Code of Conduct

All websites, Facebook groups or pages, and all other internet based social media platforms representing the Grange must be under the jurisdiction of a Subordinate/Community, Pomona, or State Grange.

Each website must be clearly identified as being a Grange website and must have contact information on or within one easily identifiable click from the home or index page.

Each Facebook or other social media platform must be clearly identified as being a Grange sponsored page or group and have a Grange contact person easily identified on the page.

No partisan or sectarian comments, opinions, statements, or endorsements may be posted on the website or page.

No negative or inflammatory (designed to insult or belittle) comments, opinions, or statements toward any Grange or level of the Grange or toward any member of any Grange may be posted on the website or page.

No inflammatory (designed to insult or belittle) statements, comments, or opinions toward any the public, including public officials, may be posted on the website or page.

All policies of the Grange posted on the website or page must be clearly labeled as to which Grange or level of the Grange has adopted the policies.

All content, including advertisements, must be within the guidelines of the Digest, By-Laws of the State Grange with jurisdiction, and By-Laws of the Grange operating the website or page.

Adopted February 25, 2011 by the National Grange Executive Committee
Appendix H: Grange Photo & Model Release Forms

If you take a picture of a person that you intend to use for your own media - such as websites or social media - or that you will distribute to the traditional media as a publicity photo, it is appropriate to have a signed model release form. While it is not always necessary, as with photos taken at public events, it is encouraged especially when working with children. Always consult with parents or guardians of anyone under 18 before taking or using a photo of a child on your Grange communication documents or outlets.

If you choose to take a photo or use a photo taken by someone else, you should make sure to have a signed photo release form on record. This is important because photos can be seen as the intellectual property of the photographer, thereby giving them the right to ask for compensation or request that it not be used. Photo release forms give you some protection against such requests.
MODEL RELEASE

For valuable consideration, as well as in consideration of my engagement as a model, I hereby confer on the National Grange of the Order of Patrons of Husbandry (National Grange), upon the terms herewith stated, the absolute and irrevocable right and permission with respect to the photographs that have been taken of me in which the National Grange may be included with others:

A) The unrestricted right and permission to copyright and use, re-use, publish, and republish photographic portraits or pictures of me or in which I may be included intact or in part, composite or distorted in character or form, that in the judgment of the National Grange promotes the general good of the Order, without restriction as to changes or transformations in conjunction with my own or a fictitious name, or reproduction hereof in color or otherwise, made through any and all media now or hereafter known for illustration, art, promotion, advertising, trade, or any other purpose whatsoever.

b) I also permit the use of any printed material in connection therewith.

c) I hereby relinquish any right that I may have to examine or approve the completed product or products or the advertising copy or printed matter that may be used in conjunction therewith or the use to which it may be applied.

d) I hereby release, discharge and agree to save the National Grange from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form whether intentional or otherwise, that may occur or be produced in the taking of said picture or in any subsequent processing thereof, as well as any publication thereof, including without limitation any claims for libel or invasion of privacy.

e) I hereby affirm that I am over the age of majority and have the right to contract in my own name. I have read the above authorization, release and agreement, prior to its execution; I fully understand the contents thereof. This agreement shall be binding upon me and my heirs, legal representatives and assigns.

This authorization and release shall inure to the benefit of the legal representatives, licensees and assigns of the National Grange for purposes, and under such conditions, that the National Grange determines will promote the general good of the Order.

Date: ______________________  Print Name: ______________________________________

Signature:_____________________________________

Address:_____________________________________

City:_______________________________________  State: ___________  Zip: ___________

Phone:_________________________  E-mail Address: _______________________________

Witness:_____________________________________
PHOTO RELEASE FORM

I hereby grant the National Grange permission use my likeness in a photograph or graphic representation, in any and all of its publications, including website entries, without payment, or any other consideration.

I understand and agree that these materials will become the property of the National Grange and will not be returned.

I hereby irrevocably authorize the National Grange to edit, alter, copy, display, distribute, or any other uses for the purposes of publicizing the National Grange programs, events, website content, or for any other promotional or marketing purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive the right to royalties or other compensation arising or related to the use of the photograph.

I hereby release and forever discharge the National Grange from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

I am 18 years of age or older, and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

____________________________________________ _______________________
(Signature)       (Date)

____________________________________________ ________________________
(Printed Name)      (Date)
Appendix I: Grange Website and E-mail Manual

This step-by-step guide will outline the way in which you or your members may update information on your free National Grange provided website hosted on the grange.org domain.

**Making Basic Edits**

1. Find your website in the Grange Directory.

2. If you are currently logged in to the members section, you will need to logout as the username and password for editing your Grange’s website is different. Click the logout button in the sidebar of your website. Then click Back to “My Grange”.

3. You will now be able to login to your Grange Website as an administrator. Click Login.

4. Your username will be the URL String of the website. For example: http://www.grange.org/aaronsgrange - my username would be “aaronsgrange”. Your password will be “update” until you change it (recommended).

5. After logging in, you will reach a screen called Dashboard. From here you can do all of your webpage editing.

**NOTE: There are a lot of extra functions on this page, but for the most part we are only interested in the section called “Pages” and “Posts”. This section is located in the left hand sidebar.

6. Click on Pages. Here you will see the “Sample Page” page and a list of any other pages. Pages appear across the horizontal navigation bar at top of your website when created. You may trash the Sample Page and create pages such as: Contact Information, About Us, etc.

7. Click on Posts. Posts display information on the homepage. Posts also can be categorized to display information in the sidebars. A pre-defined category called
“Meetings” is set to display a block with your meeting information in the left sidebar. Create a post with your meeting information, then check the “Meetings” category box to the right of the post content box, then click Publish. Your meeting information should now be displayed in the upper right left corner of the website content area. *If you do not have a category called “Meetings”. Click on “Categories” listed underneath “Posts” and add “Meetings”.

8. Add Text. You can add text and images (see below) and even copy and paste from Microsoft Word just like before. Remember to always hit the Green/Blue update button on the right when you are finished. This will save your work and publish it to the internet.

Keep a record here.

What is your Grange webpage administrator ID: ________________________________

What is your Grange webpage administrator password: __________________________

**ADDING A PAGE**

To create a new page, you can click on Pages → Add New from the main menu (or click New Post button in the dark header area of the screen), enter a title and some text, and click Publish. The new page will show up in your main navigation bar on the homepage of your website.
Adding pages will give you more room to add content and keep things organized, however this is optional.

**ADDING IMAGES AND FILES TO PAGES**

After reaching the editing screen of a page, click on the Square Icon.

1. Click on Browse and select the image or file you wish to add from your computer. Select the file and click upload.
2. You will see the image appear like below. You can specify a Title and image size. Then click “Insert to Post”. The image will be placed where you previously set your cursor.
3. Also, You can review all of the uploaded media for that single post or page under the Gallery link.

The same procedure can be followed for adding Homework files such as Word Documents and PDF files.

Feel free to use the font color tools and size tools to adjust the formatting of your webpage.
FREE E-MAIL FOR EVERY GRANGE

The National Grange has provided an email address for your local/state grange. This will allow electronic communication to your members as well as potential members. This is a free service. The National Grange strongly encourages each Grange to use these e-mail addresses on all long-term printed and digitally produced communication products so that there is no interruption in communication to the Grange should the e-mail administrator no longer be able to speak for or access their e-mail for the Grange.

What is the e-mail address for my Grange?

E-mail addresses for local Granges follow a specific system in order to create uniformity and professional appearance. Each email address consists of the Grange name and number.

Ex. The e-mail address established for Alpine Grange #665 would be:

alpine665@grange.org

Accessing your e-mail

To access your e-mail, go to:

http://siteground287.com/webmail

A box will pop up prompting you to input your email address and password.

You will then have to choose an email client to view your email. We suggest using Roundcube as the email client because it is the easiest to navigate.

Forwarding e-mail to your pre-established or personal account

If you already have an email account established for your local/state Grange, the National Grange will gladly forward all emails from this account to the account of your choice. The National Grange can also update passwords for your local Grange e-mail account in the event the person who was charged with handling the e-mail account is no longer able to do so, a password is forgotten or a password is being used by an unauthorized individual.

You may contact National Grange Information Technology Department by phone at (202) 628-3507 ext. 101 or 888-4-GRANGE ext. 101. Or, you may contact the department by e-mail at swilkins@nationalgrange.org or info@nationalgrange.org for your password.
Appendix J: Guide to Media Interviews

Basic Tips for Interacting with the Media

- Reporters are usually on deadline, so be mindful of their time and schedule. Don’t be late.
- Be polite and avoid conflict during the interview.
- Always remember that everything is on the record, unless stated clearly beforehand.
- Be clear, coherent, concise and prepared with well detailed arguments, statistics, figures and/or facts.
- Thoroughly understand the interview topic beforehand and prepare any necessary notes you may need.
- Try to keep the conversation on track by sticking to the overall planned topic.
- Remember that the media is searching for a good story. Journalists are always looking for a unique angle to a story, and you can try to provide them with that angle.
- Always tell the truth.
- Remember that media biases exist. Use them to your advantage or prepare to combat them and still achieve your goals.
- Know a little about the reporter/outlet before you speak to them. Do a quick search for past articles they have written to gauge their position on the issue. This will help you to develop a well thought out response.
- Try to avoid acronyms or jargon
- Reporters are not necessarily experts. Don’t assume they will know everything about your issue.

Messaging

What you have to say is just as important as how you have to say it. It is essential that the messages are connected directly to your organization’s mission and goals. Developing these message points is helpful before an interview, and brainstorming a few sound bites would be a good idea. These phrases will help to get your message into the story; they should be short and sweet and convey your overall message.

Bridging Phrases

- “But let’s look at the wider perspective here...”
• “What we shouldn’t forget is…”
• “That’s true, but there is more to it…”
• “To a certain degree, yes, but let’s not forget…”
• “You’re not the only one to ask that question, just remember…”

Phrases to buy you time

• “That’s a good question…”
• “I am glad you raise that point…”
• “Before I answer that, let me provide some context…”
• “What do you mean by that question…”

Troubleshooting Difficult Questions

Be aware of the different types of questions that may be asked of you.

Hostile Questions

A reporter may take a hostile tone and question you or your organization’s actions, motives or character. Remain positive and calm in your response.

Example:

Question: Why is the Grange consistently failing to do ________?

Response: As you’re aware, there are several interests of and within the Grange. As a result...

Speculative Questions

Reporters look to consultants and thought-leaders for expert opinions and will frequently ask them to predict the future about industries and technologies. A great way to answer is by first setting the stage and describing the current landscape.

Example:

Question: Do you really think that the Grange can bring broadband access to rural areas?

Response: The Grange actually helped pave the way for free rural mail delivery in the early 1900s. We have taken several courses of action that are paving the way for similar legislative action. Some examples of...

Hypothetical Questions

Again, many reporters rely on thought-leaders and consultants to answer “what if…” questions about industries and technologies. These types of questions are OK to answer, but if a reporter asks you a hypothetical question about your organization’s business, then it may be best not to answer it and instead respond with “let’s focus on the here and now.”

Example:
Question: What if the world economy experiences a crushing recession, what will happen to the Grange?

Response: There are two possible repercussions…

Overly Specific Questions

In some cases, a reporter may ask very specific questions. To respond, you may instead want to speak to a “big picture” trend.

Example:

Question: In the past month, the Grange supported Resolution #XXXXX, but failed to come to a consensus on #XXXXX, why?

Response: Let’s look at what’s happening with this issue overall and consider how each region of the US is impacted differently.

Multi-Faceted Questions

When a reporter asks multiple questions at once, break it down by repeating each part of the question before answering. Alternatively, you need not answer every part of the question. Choose what you wish to answer – chances are your response will address what the reporter is looking for.

Example:

Question: How are Granges planning on increasing membership? Is this related to urban agricultural initiatives? Is this something that the Grange is planning on getting involved with? What is the anticipated impact?

Response: Let’s start with your first question – how are we increasing membership? We have planned several projects, in addition to already completing…Now in terms of impact, it means…

Vague Questions

If you’re not sure what the question is, ask the reporter for clarification before answering it.

Example:

Question: What do you think will happen over the next year?

Response: In which area do you mean?

Bi-Polar Questions

Not all questions have a yes or no answer and it’s OK to tell the reporter that the answer isn’t simply “yes” or “no.” Discuss the larger issue rather than getting boxed into a corner.
Example:

Question: Will the Grange abandon pursuing mail related initiatives?

Response: There isn’t a simple yes or no answer to your question. In time its possible, but a lot of other things have to happen first…

Non-Questions

Some reporters don’t ask questions, but instead create a dialog or exchange. When confronted with a non-question, you may simply add to the reporter’s remarks.

Example:

(Non) Question: I’ve seen this in other organizations as well – and a lot of people I’ve spoken with think that it will continue to evolve.

Response: I agree with you entirely, and the reason is…

Impossible Questions

You may well be asked questions for which you have no idea of the answer, or which is outside your remit to answer. It’s OK to say “I don’t know the answer to that point” but follow it up with “but what we do know is…” and segue into a key message. In print interviews, offer to check out a more complete answer and get back to the journalist.

Example:

Question: What are other agricultural organizations planning to do about their outlook for next year?

Response: I really don’t know what they are saying to their members – you’ll probably have to ask someone over there. But, let’s look at what we do know about the current market and what needs to happen for us to see continued growth…

Last But Not Least

After an interview or any other communication with the reporter, make sure to offer your availability for any follow-up questions or if they need to reach you for future stories they may be working on. This way you can begin to develop a good relationship with the reporter/outlet.

Have materials ready for the reporter should they need any statistics, facts, figures or further information.

E-mail or write a note to the person who interviewed you thanking them for their time.

If a story comes out with a factual mistake, do not get angry. Rather, point out the error calmly and ask for a correction. The reporter is looking for the correct facts, so they should be receptive to a kind request.
**Before the Interview**

- Know the reporter, publication/program, interview format, audience
- Know your goal for the interview
- Know what you want to say: review your key message points
- Jot down likely questions, appropriate answers
- Practice

**During the Interview**

- Remember, it’s your interview
- Speak in “headlines,” offer conclusion first, briefly and directly, and back it with facts
- Don’t overanswer- Short answers are better for quotes and clips
- Don’t be fixated by the question. Bridge to a related point you wanted to make
- If asked about a problem, speak about a solution
- Don’t let false charges, facts or figures stand uncorrected
- Don’t repeat a reporter’s negative statements or slurs. Frame your reply as a positive statement
- Don’t fall victim to hypothetical situations
- Speak clearly- avoid jargon
- Repeat your key messages
- Never fake an answer
- Keep cool. Do not be provoked
- Never lie

**Television Interview Tips**

- Speak and gesture naturally
- Talk to the reporter/interviewer- not the camera
- Keep a pleasant expression; smile when appropriate
- Hold your interview attitude from beginning until end
- Sit erect, slightly forward in chair
- Unbutton suit jacket when seated
- Avoid wearing busy, loud or black and white patterns
- Do not wear shiny, large or noisy jewelry

**Telephone Interview Tips:**

- Buy preparation time
- Use notes; keep message points in front of you
- Repeat name of organization often
- Speak slowly and concisely
- Set up a time before the interview where you can concentrate and not be rushed
Radio interview tips:

- Clear speech and tone of voice are important
- Speak visually- paint a picture
- Use notes; keep message points in front of you
- Avoid long pauses
Appendix K: Grange Graphic Standards

Logo Usage and Guidelines:

The following guidelines describe how the Logo may be reproduced to maintain its integrity across all forms of media.

All uses of the Grange Logo shall conform exactly to the requirements, descriptions, and specifications established and authorized by the National Grange and shall be used on or in connection with Grange goods and services only in a manner approved in writing by the Washington, D.C., office.

Logo Size:

The Logo may be proportionately increased or decreased in size.

Logo Colors:

For printer use:
Blue: Reflex Blue, Pantone 2756, or CMYK 100-90-12-11
Gold: VS280 Medium Gold (metallic), Pantone 103, or CMYK 31-26-75-4

The Grange Logo may also print in black and white (see example on page 10).

In materials that are being printed with two spot colors, the gold color specified is VS280 Medium Gold (metallic.) In situations where the printed piece is being printed in four color process (CMYK) or metallic is not possible, use color Pantone 103. The blue should be printed in

Pantone 2756 if Reflex Blue is not available.

For electronic uses (Internet, intranet, e-mail):
Blue: # 000066
Gold: # cc9933

Blue
Pantone 2756
100% Cyan
90% Magenta
12% Yellow
11% Black

Gold
Pantone 103
31% Cyan
26% Magenta
75% Yellow
4% Black
JUNIOR GRANGE LOGO

The Junior Grange Logo contains the basic colors red and black.

Pantone Red 032

0% Cyan
96% Magenta
82% Yellow
0% Black

GRANGE YOUTH LOGO

The Grange Youth Logo contains the colors hunter green and goldenrod.

Pantone 5535

90% Cyan
43% Magenta
81% Yellow
46% Black

Pantone 109

0% Cyan
10% Magenta
100% Yellow
0% Black

All Logos are available online at www.NationalGrange.org or on the 2012 Grange Month Resource CD attached to this manual.
LOGO EXTENSIONS

The Grange Logos should not be printed or used in any manner on the business stationery or business cards of any person, firm or corporation, except the National Grange and State, Pomona, and Subordinate Granges, without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used in connection with any other goods or services, or as a trade name, by any person, firm or corporation without the prior written approval of the Washington, D.C. office.

The Grange Logos should not be used on or in connection with any goods or services which, in the sole opinion of the National Grange, consist of or comprise of immoral, deceptive or scandalous matters, or matters that may disparage, falsely suggest a connection with people, institutions, beliefs or national symbols, or bring them into contempt or disrepute.

UNACCEPTABLE USAGE/ OBSOLETE LOGOS
TAGLINE USAGE

Tagline:

The current Grange tagline is “American Values. Hometown Roots.”

The tagline must always be used in the font “never let go”, and must appear directly below the Grange logo, or by itself. It may appear as one line, or two. It can appear in any of the brand colors.

Extended Name:

The extended name of the organization is National Grange of the Order of Patrons of Husbandry.

Usage:

The extended name of the organization must be printed on all books, brochures, pamphlets, newsletters, flyers, and Web sites. Small scale pieces, such as postcards, business cards, etc., do not have to include the extended name, but the Grange Logo must appear on those items.

TYPEFACE USAGE

The design of the Grange features three primary typefaces: Trajan Pro, Times New Roman, and Helvetica Neue. These typefaces represent the image and style of the Grange and should be used consistently throughout all materials. Preferably headlines are set in Trajan Pro or Times New Roman and body copy is set in Helvetica Neue Regular.

Banners/Headers:
Typeface: Trajan Pro (or Times New Roman Bold)

Subheads:
Typeface: Trajan Pro (or Times New Roman)

Bar Text:
Typeface: Helvetica Neue Bold (or Helvetica Bold)

General Text:
Typeface: Helvetica Neue Regular (or Helvetica)
The Internet and intranet are exceptions to the above typography guidelines because these typefaces cannot be reproduced on all computer interfaces, the default font for Web and e-mail usage is Arial.

**Special Logos**

There are numerous special logos offered by the National Grange to be included in any printed material. Simply request them from the Washington, D.C. office by calling 1-888-4GRANGE, ext. 102 or e-mailing info@nationalgrange.org

**Our Brand**

As part of our branding effort, a color palette that is suggestive of our identity has been developed. Working from the image of a faded American flag that has been weather-worn and loved, something that shows character and the ability to stand the test of time, specific colors were chosen that are both representative of and complimentary to this imagery. These should be the primary colors used in all documents produced as part of Grange communication as they build cohesion and strengthen identity within and outside our Order. As an example, see the use of these colors throughout the redesigned National Grange brochures shown in Appendix F.
Appendix L: Social Media Orientation Kit

This introductory kit was established as a roadmap for creating profiles on social media and making your first post. Each platform changes on a regular basis, so specific steps may not always be correct, but the general outline for creating a social media profile will stay the same.

Facebook

A social-networking website intended to connect friends, family, and business associates by facilitating communication through a dedicated forum.

Creating an Account


2. The sign-up process actually begins right there on the home page. Enter your information. You will have to enter an e-mail to complete the process. You may want to establish a separate e-mail from your personal, as your inbox can become cluttered with Facebook notices, unless you choose to opt out of them.

3. After you have registered with Facebook, they will direct you to a page allowing you to begin finding friends based upon e-mail servers. Facebook will pickup the e-mails in your address book, and then go into their database to determine if they are already registered Facebook users. If so, it will allow you to send them “Friend Requests,” which means they would be able to see your posts, status updates, pictures, etc. unless you specifically block content to that user.

4. The next step will ask for your high school, college, and employer, aka—primary locations where you might have made friends. Once you click Save and Continue, Facebook will generate a list of folks who also attended those schools or work for that employer. Simply click on the Add as Friend link under each photo of those you know and wish to friend.

5. The third and final step is uploading a picture of yourself for others to see. You can upload an existing picture from your computer or take one then using the camera on your computer. I recommend using an existing picture—simply because it’s easier and probably of better quality.

6. Congratulations! You’re now “on” Facebook!
7. You’ll now have the option to complete Steps 1-3 if you didn’t previously. You’ll also be able to edit your personal information by clicking the Edit Profile link. Once you click on that, a list of categories will appear to the right: Basic Information, Education and Work, Philosophy, etc. This is your opportunity to reveal personal things about yourself such as your interests, hobbies, marital status, etc. Share what you’d like, but remember this is a public forum, which can and will be viewed by others.

8. Last, you’ll need to go to your e-mail to complete the sign-up process. They just want to confirm that you’re a real person and not a computer.

Creating a Group site for your Grange


2. Underneath the green Sign Up link, there’s a tiny little link called Create a Page.

3. The next page asks you to categorize your page. If you’re making one for your State Grange, then choose Company, Organization, or Institution.

4. Under the Choose a Category dropdown, choose Non-Profit Organization. For Company Name, put in the name of your State or Local Grange. Check the box next to I agree to Facebook Pages Terms.

5. You’ll be asked to enter whatever words or numbers they provide. Again, they just want to make sure that you’re a person and not a computer.

6. Next, you’ll be asked whether or not you have a Facebook account. Since you’ve just created one, you can check I already have a Facebook account. Simply enter your e-mail and password used to log into your regular account.

7. Your page is officially created now, and all you’ve left to do is spice it up and add your Grange’s information.

8. For the image, use your Grange’s logo if you have one. If not, use your President’s picture, or a picture of your Grange hall, etc.

9. Click the Invite your Friends link, and click on all of the people who are members of your Grange. In this instance, Tell your Fans is essentially the same as Invite your Friends and you shouldn’t worry about this step.

10. Go ahead and click the Post Update link and say hello to all your new members.

11. If you’d like to put a Like box on your website, go ahead and click on the Add Like Box link under Step 5. Follow the steps provided by Facebook. If you have trouble, I found this website to be a bit more helpful: http://www.askdavetaylor.com/add_a_facebook_like_fan_page_box_blog.html.

12. Last, if you have a mobile device capable of sending and receiving e-mail, proceed with Step 6.

13. Go to Edit Info to add information about your Grange, such as its mission, purpose, etc.
14. That’s about it. Now feel free to explore your new Facebook page.

Creating Friends Lists

*NOTE* Not the same as a group. A list is a specific segregation of friends into a related cluster.

1. On your profile page (your name on the upper right side), click Friends under your profile picture on the top left side of your page.

2. A list of your friends will now appear. Click on any one that you wish to add to a list and view the list of options; including New List.

3. Simply type in the name of the new list and click Enter.

4. Proceed down the list of your friends, adding each to the list of your choice.

Add/Change Administrators

1. Go to your group’s home page.

2. Under the name of your Group at the top of the page, there will be a blue link called Members; click on it.

3. A list of the Group members will appear, with gray boxes that say Make Admin next to each one.

4. Simply click on one to make that member the new Group administrator.

5. Similarly, to remove an administrator, find their name in the same Members window, and click Remove Admin.

Creating an Event

1. Go to your group’s homepage.

2. In the top right hand corner, next to Notifications, there will be a gear-shaped button that when clicked will drop a list of options; including Create Event.

3. You will then be taken to a new page containing areas for you to enter the Event details.

4. Simply fill out the form, including your guest list, and click Create Event.

5. All of your guests will now receive an invitation to your event.

Facebook Tools and Tips:

- Nobody can see that you’ve been looking at their page—so feel free to browse around!
- Notices are not sent out when you “unfriend” someone by deleting them from your friends list; just in case you “friended” someone whose updates offend or annoy you. If you find they post too frequently, or you otherwise do not wish to receive their updates, by clicking “Remove from feed” in a small box that appears next to one of
their updates, you can remove them from your ‘feed’ or Facebook updates while still maintaining a Facebook friendship.

- When uploading photos, holding down Shift & Command allows you to select multiple photos—saving lots of time. Or, you can download Facebook’s Simple Uploader which allows for even easier uploading.
- News Feed, located to the right on your Home page, contains recent news updates and stories from the pages and people you follow.
- http://www.facebook.com/help/ can provide help should you need it.
- Groups allow you to organize your friends into those with similar interests, hobbies, political affiliations, etc.

**Twitter**

A social networking and microblogging service that allows you to answer the question, “What are you doing?” by sending short text messages 140 characters in length, called “tweets,” to your friends, or “followers” (Self-defined by Twitter).

**Creating an Account**

2. You will see a yellow Sign Up button in the right corner, along with spaces to enter your name, e-mail, and password. Go ahead and enter this information.
3. You will be taken to a page with the heading Join Twitter Today at the very top.
4. The information you entered on the previous page will appear in the new boxes, and all you have to do now is choose your username. Go ahead and do that, and then click Create My Account.
5. You will then be taken to your new Twitter account. A greeting saying; Welcome, (your name) will now appear. Click Next.
6. A list of popular Tweeters will appear, but to search for a specific person, organization, etc., simply enter their name in the search engine box.
7. As you begin following people, they will appear on the right in the list of Tweets.
8. Congratulations! You are officially “on” Twitter.
9. You will now be given the opportunity to click on topics and fields that interest you. I encourage you to click on those topics you will want to hear/read about on a regular basis. Upon clicking on a topic, various individuals, organizations, publications, etc. will appear. To the right of these Tweeters is a Follow button for you to click on, should you desire to hear their comments and updates.
Twitter Tools and Tips

- **TwitterSearch**: find people, organizations, groups, etc. or plug in keywords of interest.

  *NOTE: when using the search feature, Twitter will automatically search for Tweets using the keywords entered. To look for people, simply click the People link in the new window.*
- **Hashtags**: add hashtags (#) to your Tweet to have it circulated whenever somebody runs a search for that word or topic. For example, you could Tweet “Looking forward to helping with the urban community farming initiative this weekend #Grange #communityservice” and those searching for the Grange or community service would see your tweet.
- **TwitterFox**: view Tweets within your web browser (in a popup menu). Very handy and eliminates the need to constantly go to Twitter.com.
- **Tweetosphere**: join a conversation or track topics & trends through e-mail digests of keyword activity.
- **Twitter for Facebook**: forwards Twitter updates directly to Facebook as status updates.

**Blogger**

A site created and maintained by Google that allows individuals, companies, organizations, etc. to publish their own content.

**Creating an Account**

2. Click on the big, orange link entitled Get Started.
3. You’ll be directed to a page entitled Create a Google Account. You must already have a Google e-mail account to be able to complete this step. If you don’t already have one, go to www.mail.google.com and follow the steps. As a matter of fact, you can connect this e-mail to all of your social media accounts, keeping them separate from your personal e-mail and avoiding inbox clutter. Fill out the information on this page. Your “Display Name” is what will appear at the end of all your blogs; in other words, your signature.
4. After you complete the first page, you’ll be asked to title your blog and choose the “Blog Address.” They can be one in the same, assuming neither is taken. Also, giving them the same name makes it easier for others to find it.

   Some tips on naming your blog: Don’t use the word “blog” in the title. It’s vague and unimaginative. Use a title that’s both descriptive of your blog, but creative enough to grab a reader’s interest.
5. After completing Step 4, you should be directed to a page entitled Choose a starter template. This is the background and layout that will appear in your blog, upon which
the words will be written. Get creative and choose whatever you like, but remember that presentation is key and busy, crazy, wild-colored backgrounds can be irritating. Whatever you choose is not set in stone; simply by going to Dashboard, Design, and then clicking on Template Designer, you can customize your blog to anything you’d like. You can also upload personal backgrounds from your computer using photos, logos, etc.

**Adding an Administrator**

1. Go to your Dashboard and click Settings.
2. Click the Permissions tab at the top.
3. Click Add Authors in the new window.
4. In the dialog box, type in the e-mail of the person you want to grant access to. Note: this person must also have a Google account.
5. Click Invite. An invitation to be an author on your blog has now been sent to that person. They must now accept it before you can move on.
6. Once this person has accepted your invite, go back to Dashboard, and click Settings once more, and again on Permissions.
7. You will now see that person’s username in the box. Click on the grant admin privileges link right beside it.
8. A warning box might appear now, warning you that this person can now make changes to your blog. That’s alright; go ahead and confirm your decision.
9. You’re done!

**Blogger tools found under Dashboard in the main menu.**

- Comments: view, delete or remove a comment from yourself or a commenter. Delete completely removes a comment, whereas Remove Content leaves a blank space or says “Content Removed.”
- Settings: where you manipulate things such as the title, time zone, comment restrictions, etc. Feel free to explore and click on all the tabs to tailor everything to your liking. I only suggest that under the Basic tab, under Let search engines find your blog, you choose yes.
- Design: layout, fonts, templates, etc., for your blog will be found under this tab.
- Monetize: this is for advertising purposes only. Should you agree, Google will place ads and images in your blog, and possibly pay to do so. As all Granges are under the trademark of the National Grange, there could be legal issues involved and I would advise against it.
- Stats: gives a summary of who is reading your blog, from what country, what posts are most popular, how long people spend reading them, and what sites direct traffic to your blog.
**YouTube**

A website dedicated to the uploading, sharing, and viewing of videos.

*Creating an Account:*

2. Click on the Create Account link at the top right corner.
3. Create a new account by filling out the information in the form.
4. Next, you’ll be taken to the second step where you’ll create your YouTube profile. This really just consists of adding a picture to represent your profile should you choose. You are not required to have a picture.
5. That’s it. You now have a YouTube account.

*YouTube Tools:*

- **My Channel:** this is essentially your profile page. It’s what others will see when they click on your username. You can customize it to anything you’d like, and I recommend adding as much information as you can. Some helpful websites to assist you in customizing your channel are:
  
  http://vidiseo.com/youtube-channel-optimization/

  and

  http://www.youtube.com/watch?v=Nykl2cJ9o80

- **Subscriptions:** you can “subscribe” to a particular user’s videos/account simply by clicking on their username located as a blue link under the video, and then clicking the yellow Subscribe link on the new page.
- **Inbox:** any personal messages sent to you by others on YouTube will be stored here. If you’d like to send a message, click on the username under the video and once the new page appears click Send Message. That message will appear in their inbox.
- **Video Manager:** this is where all of your personal, uploaded videos are stored. From here you can edit their settings, delete them, etc.
- **Settings:** where you can adjust things such as the privacy settings, add your personal information, change your password, etc.
- **Favorites:** when you find a video you like, go to the +Add to dropdown and click Favorites. It will be saved here.
Appendix M: Introduction to Elevator Speeches

What is an elevator speech?

Imagine that you have walked into the first floor of a multi-level office building or hotel and you press the elevator button to go up to your floor. The elevator arrives, the doors open, you and a couple other people walk onto the elevator. As you begin to ascend, someone on the elevator greets you and asks you about the Grange. What do you say?

This is where an elevator speech becomes an important piece of your Grange promotion or recruitment strategy. It is important that you are able to communicate clearly, concisely and confidently who you are, what you do and who you do it for. Don’t be fooled by the thought of the location of the speech. Even though this brief statement is developed with the notion of being in an elevator, there are many locations where you get a short window to give your Grange elevator speech.

Tip to Prepare Your Grange Elevator Speech

Develop a relevant and targeted message that describes your Grange. The secret is in practicing your message; say it out loud, regularly. Practice in front of the mirror and with family and friends.

Your message should include the value your Grange brings to prospective members. Individuals are looking for the “what’s in it for me” statement in your message. They are seeking the thing that resonates with them.

Let your passion show. Even with all the practice and preparation, you should not deliver your elevator speech like a rehearsed or memorized script. Let your passion come through and be yourself. People don’t care how much you know until they know how much you care. Even though you are telling them about your Grange and inviting them to join, they want to know that you care.

You can develop your elevator pitch by answering these questions:

- What does your Grange do for the community?
- Who benefits from the Grange?
- What is your prospective member’s “hot button”?
- How can your Grange address their issue?
- What do you want the Grange to be known for?
**Glossary**

**Backgrounder** – One-page description of the organization, its mission, history, goals and principles

**B-roll** – Supplementary video clip that often is used between interviews or the main substance of a video’s message

**Bleed** – Artwork or text that runs off the edge of a page

**Boilerplate** – Background information about an organization usually found at the end of a news release; typically one paragraph including a short mission or history of the organization. The National Grange boilerplate reads: *Established in 1867, The National Grange, a nonpartisan, nonprofit fraternal organization, is the oldest agricultural and rural community service organization. With more than 2,100 local chapters, the Grange has evolved into the nation’s leading rural advocacy organization and a major benefactor to local communities. There are more than 160,000 members across the United States. For more information on the National Grange, visit our website at www.nationalgrange.org.*

**Caption** – A sentence that describes a photo, including the date, location and person or people included in a photo or illustration

**Date of release** – The date press releases are intended to be released to the public. This is often post-dated, or Embargoed until a certain date, allowing journalists to see the release before the event or expected publication date in order to have time to contact the source and write a story based on the information provided

**Dateline** – The location of the event; this comes before the lead and appears in all capital letters. This should include just the city/town of the event unless your release is sent to markets that cross state lines or the city or town has a more well known counterpart in another state, such as Dallas, Pa., and Dallas, Texas. State abbreviations follow the old postal abbreviation system, such as Mich. instead of MI and Conn. instead of CT.

**Embargo** – Noted at the top of a press release along with the date and time when the news contained may be released to the public

**Fact Sheet** – A short summary of the information relevant to the organization or an event that includes numbers or bullets and should be no more than three pages

**Feature Story** – A story that is often considered timeless, meaning it can appear in print or broadcast at any time and will not look outdated, that has human interest about a per
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**Four-color process (CMYK)** – The printing process in which the four process colors (blue = C for cyan; red = M for magenta; yellow = Y; and black = K) are printed on paper as a series of dots to create the appearance of use of millions of colors

**Headline** – A title for a story that summarizes or highlights the main ideas of the story.

**Inverted pyramid style** – The arrangement of facts from highest to lowest importance in a news story or press release

**Lead** – The first sentence or two of a news article or press release, often summarizing the
five “Ws,” who, what, when, where and why

**Letterhead** – The top of stationary designed to tell the reader immediately whom the letter is from and that it is an official communication; should include the Grange logo and name of the Grange as well as the return address

**Logo** – A symbol designed to identify an organization, group or event

**Masthead** – A box or designed area of a publication that includes all the information such as publisher, editor, address, circulation information, general policy and editorial statement

**Media Kit** – A sampling of information about an organization and/or event given to the media in order to allow them quick and accurate information to which they can refer while crafting their coverage. This kit should come in a Shell and include a Press release about the event or accomplishment of the Grange, a Fact sheet, a Backgrounder and any other relevant documents. We also encourage the inclusion of a membership brochure most relevant to the event/story and Declaration of Purposes brochure

**Nameplate** – The name of a newsletter, often including the date, volume and issue of the publication

**News paragraphs** – One to two-sentence paragraphs standard for news articles or press releases. Created to convey a single idea in each paragraph and to appear in easy-to-read, eye-friendly chunks of text on a page

**Page slugs** – Symbols included at the bottom or top of each page on a press release that indicate if the story continues; these symbols include: - MORE - at the bottom of any page that has more text to follow on the next page; - CONT’D, PAGE # - at the top of any additional pages; - END - that appears at the end of a release, but comes before the boilerplate statement

**Panels** – Faces of the brochure designed to present information. Standard brochures include six panels

**Pitch** – The suggestion to a journalist for a story idea or coverage of an event

**Position paper** – A short document detailing an issue and giving an explanation of the organization’s position on it and why

**Pull Quotes** – Quotes or short statements from an article used to highlight an important point that is larger than the body type of the story and most often set apart in other ways, such as a change in font or presented in a text box

**Rip Card** – A designed piece that allows a potential member to take with them information about the Grange, typically business card or post card size, and allows a Grange member to keep the rest that includes information about the potential member so follow-up can be scheduled

**Rules** – Lines that separate material in a publication
Shell – A folder that includes information, such as the media kit, and is designed with the organization’s name, logo and date and theme if event specific

Sidebar – Short stories or additional information related to the main article, often boxed, which offer a different perspective or more in-depth explanation for something related

Sound bite - A quote or statement that is about 8 to 15 seconds in length, most often used for broadcast news. This should be prepared if possible but delivered naturally

Tagline – The slogan for an organization or group that, in less than ten words, allows the audience to understand more about the identity, values or mission of the group

White space – Empty space designed to enhance visual appeal of print publications