AACA Region/Chapter ‘Tool Box’

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Greetings!

We recognize that one of the most important things to the longevity of the Antique Automobile Club of America – both regionally and nationally – is the continuous growth of membership.

To gain membership, we have to build awareness of who we are, what we do and why we do it.

This ‘Tool Box’ is designed to help you do just that!

National headquarters has many resources to help you promote your club and activities that we want to be sure you’re aware of. Additionally, our National Directors are always ready and willing to help with any questions or needs you may have.

We hope that this resource will serve as a foundation to help guide you along the way and will spark other ideas.

Included in this packet, you will also find a contact list of National Directors and AACA Staff and the roles they currently serve. Please note that there are specific Directors in the roles of Public Relations, Region/Chapter Website Development and Membership who are all excellent resources for helping promote your club!

If you have questions, ideas or recommendations of specific things that would help you most in these efforts, please don’t hesitate to reach out to us. We’d love to hear from you!

Happy Motoring,

Your National Director Team
AACA Region/Chapter ‘Tool Box’

Helpful Contacts: AACA Headquarter Staff

AACA National Headquarter Staff

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Promoting your Region and the Antique Automobile Club of America

Overview: Your Region is the lifeblood and local face of the AACA. The work that you do in your local area enhances all that the AACA represents and it’s important to share the exciting things you do to attract members. Collector vehicles are fun to drive, beautiful to look at, represent a very important part of our heritage and build tremendous camaraderie – and the AACA is the perfect place to bring people together to celebrate their love of the automobile.

Ways to promote your local Region

Participate

- Display as a group, with Region AACA member signs in each car, at other local car shows, meets, tours, cruise-ins, parades and displays
- Host a local event
- Organize an education day at your local school (parents will know about it!)
- Sponsor a National Meet or Tour
- Show the fun side of the hobby – perhaps take someone for a ride, invite them to a club activity or just simply let them sit in your car

Advertise

- Carry signage or banners to identify your Region and the National AACA when participating in another event
- Have some information flyers or handouts handy to give to people as you strike up conversations
- Collect unused copies of the ‘Antique Automobile’ magazine to give to people (remember to black out your mailing address!)
- Print off copies of the ‘Speedster’
- Always, always, always have membership applications handy! Keep a couple in your glove compartment to give to the person who strikes up a conversation with you about your car while fueling up at the gas station.
- Promotional table (be sure there is always someone at the table to answer questions and register members!)
Promoting your Region and the Antique Automobile Club of America (con’t)

Local Connections

- Offer to provide collector vehicles for local events at places such as:
  - Convention & Visitors’ Bureaus
  - Parades
  - Chamber of Commerce
  - Dealership Associations
- Local charities – Is there a charity that you can help support?
- School events – Think prom, high school graduations, etc.

Available Promotional Resources from National Headquarters

*Note: All of the below items can be ordered at AACA.org

- Pamphlets that explain our mission, goals, and benefits of becoming a member
- Membership Applications
- Library & Research Center Info
Media Fundamentals: Press Release Basics

Your National headquarters and Directors are here to help you with the press! Please be sure to reach out to Steve Moskowitz (contact on pg. 3) before sending press releases.

Overview: Press releases can be a great way to let local journalists know about your event. Furthermore, it’s a very cost effective way to get free publicity!

Key fundamentals: Your press release should be typed with the club logo at the top, a media contact and the AACA ‘boiler plate’ at the very bottom.

The content should be newsworthy – Don’t send a press release announcing your newly elected Region President and expect the media to write about it. If your press release is boring, irrelevant or too wordy, journalists will not look past the first line.

The release should include the important information and highlight exciting or unique aspects such as ‘special guests’ (if of celebrity nature – i.e. town Mayor) or significant vehicles (i.e. earliest 1903 ‘curved dash’ Oldsmobile known to exist). Be sure to include a memorable quote from the show Chair, Region President, National President, etc.

Best practices: It is usually best to send your press release to local media contacts about two weeks in advance of the event or registration deadline, if you want pre-event coverage (i.e. trying to promote car show registration). It is also in your best interest to find the local automotive section reporter, if there is one, and reach out directly to them.

Post-event releases: If your event was a huge success and you want to try to get a story published about it after the fact, send a press release with the results of the event at the end. Typically, it is best to send on a Monday morning, if your event is over the weekend. Include things such as how many cars were in attendance, Best of Show/Major awards given, etc.

Photo Inclusion: Remember: A great photo can lead to coverage. A bad photo almost always leads to no coverage. It is best to attach the photo in an e-mail when sending the press release., with a 1-3MB size and named to include a descriptor as well as any necessary photo credit (i.e. 1903 ‘curved dash’ Oldsmobile; photo credit: John Doe). You can include a photo embedded in the release, but it is best practice to attach the file.

Media Fundamentals: Press Release Basics (Con’t)
On-site Media Contact: It is critical to have a person associated with your event identified as the media contact.

This person’s mobile contact information should be clearly included on the press release or media alert so interested journalists can contact them at any time. Often times, a journalist may not reach out to attend until the day of the event so it’s important to have someone dedicated to media needs.

Spokesperson: You should have an official spokesperson identified for your event that will be the key contact for interviews. This person, likely the Chair of the event, should be well spoken and comfortable doing radio, TV or print interviews. Additionally, if a National representative is attending your event (i.e. National President or Executive Director) it is always great to include them as an option for an interview.
Media Fundamentals: Press Release Format

For Immediate Release
Contact: John Buick
555-555-5555
JohnBuick@JohnBuick.com

Headline (i.e. Local Antique Automobile Club of America Meet to Feature 500 Vehicles)

Subhead: Used as a descriptor to support the main headline

City, State (Date of Release) – Paragraph 1 – Main punch and description of the event (i.e. “The Region of the Antique Automobile Club of America will bring together more than 500 restored, original and special interest vehicles to historic downtown Anywhere, USA on May 10th from 11 a.m. to 4 p.m.”)

Paragraph 2 – Go into more detail. Are you featuring a certain vehicle? Is your event FREE to the public. What can the general public expect to see i.e. a walk through history etc?

Paragraph 3 – Inclusion of a strong quote from representative (i.e. Event Chair, Region President or National President, Executive Director or Public Relations person)

About the Antique Automobile Club of America

AACA is the world’s oldest and largest organization dedicated to the preservation and restoration of vehicles of all types 25 years and older. Founded in 1935, AACA has members in 50 states and more than 50 countries, and publishes a world class magazine “Antique Automobile”. It is headquartered in Hershey, PA. For more information or to become a member go to www.aaca.com or phone (717) 534-1910.
Event Coverage Fundamentals: Media Alert

Overview: A media alert can be used in place of a full press release prior to an event. Unlike a press release, which newspapers will sometimes run directly, the media alert is more of an ‘invitation’ to media to attend and cover the event directly.

Best practice: A media alert is typically sent no more than 1-week prior to the event. Sending it any sooner is not any benefit, as reporter’s schedules change so frequently due to ‘breaking news.’

<<Region or National Club Logo>>

*Headline (i.e. Local Antique Automobile Club of America to Host 500 Collector Cars)*

**What:**

**Why:**

**Who:**

**When:**

**Where:**

**Visuals:** Hundreds of collector vehicles from all eras ranging from an all-original pre-war Pontiac from the roaring 20s with less than 15,000 miles to a sporty 1958 Porsche speedster.

**Contact:** Please RSVP by <<insert date>>
- John Buick – Region Antique Automobile Club of America
  - Mobile: 555-555-5555
  - JohnBuick@JohnBuick.com
Media Fundamentals: Public Service Announcement

**Overview:** Public Service Announcements are short ‘ready-to-go’ messages given to radio and television stations that they can air. Sometimes, stations prefer a script in which their announcers can read live on air.

**Key Components:** You only have a few seconds (30 seconds or less) to reach your audience, so the language should be simple, to the point and vivid. It should request a specific action (i.e. Join us/Register for the 25th Annual Green Valley Car Show).

Note: Be sure to use ‘Antique Automobile Club of America’ and not ‘AACA’ – Most people don’t know what AACA means, so saying the full name will catch their attention.

**PSA Format:**

<<Region or National Club Logo>>

FOR USE: <<Insert timeframe>>

Time: <<Length of PSA>> (i.e. 10, 15, 20 or 30 seconds)

Agency: Any Region Antique Automobile Club of America

Title: (i.e. Antique Automobile Club of America 50th Annual Green Valley Car Show’)

Main Point: Join the Any Region Antique Automobile Club of America for the 50th Annual Green Valley Car Show on Saturday, July 15th at the Anywhere Convention Center! More than 500 cars will be on display, family friendly activities and food available. Register your classic car at [www.registration.com](http://www.registration.com). Admission to the show is $5/person and kids are free!

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(Be sure to include this at the bottom of the page, as it is standard notation for ending)
Dear Regions & Chapters,

YOUR Library and Research Center is recognized as a world-renowned resource for the collectible vehicle community. The Library’s team of professional librarians strives to continue setting the standard in celebrating, collecting, preserving and sharing automotive legacy.

The collection contains over 1-million items and includes books, sales literature, brochures, company documents, owner’s booklets, periodicals, service manuals and many more items relating to the automotive industry and hobby.

I urge you to remind your members that, as members of AACA, they are eligible to receive 1.5 hours of remote research every year. Whether it be a question on color chips for a ’55 Chevrolet, accessories for the ’29 Packard our racing information from 1909, we can help!

Regions & Chapters are also encouraged to take advantage of the library by borrowing a film from our collection of over 300 titles. You can show these films at club events and return them when you are finished. The film collection is diverse and includes comedies, documentaries, instructional guides and AACA events from the 1940s, 50s and 60s.

Continue to check us out on the internet at www.aacalibrary.org. You can also find us on Facebook, YouTube and Tumblr. When you are in Hershey please stop by and say hello – we are open Monday – Saturday, 8am-4pm. On site research is always free and there is never any charge for admission.

See you soon!

Chris Ritter, Librarian
critter@aaca.org

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Hershey, PA 17033
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