

CLUB PUBLIC RELATIONS COMMITTEE

PURPOSE: To improve communications to the Club membership utilizing various media. Increase the visibility of the Club to the community through news releases, public service announcements (PSA CD available from Optimist International), and other publicity.

PERSONNEL: The Committee should consist of 1-4 members including the Chair, Bulletin Editor, and the Publicity Chair. Members should have experience or expertise in mass communications, web-site development and word processing skills. They should also have contact and access to local news media.

DUTIES/RESPONSIBILITIES:

- To edit and publish the Club bulletin – at least monthly.
- Or to send E-mail bulletins weekly.
- To create and maintain a Club web-site to enhancing communications to others, both within and outside the organization.
- To facilitate news media coverage of Club activities.
- Compile the Club scrapbook.
- Contact local radio stations to run free PSAs (from Optimist International).

RESOURCES: “Web-site” <http://www.optimist.org/> and click on Forms & Publications.

- Review the on-line directives of Public Relations and the Bulletin Editors Guide at the Public Relations tab.
- Public Service Announcements (PSA) from Optimist International

ACTION PLANS: As a Committee, develop a Club bulletin, mass media plan, and if possible, a web-site to enhance communications to all.

- a) What is going to be done?
- b) Who is going to do it?
- c) When is it going to be completed?