



District Public Relations Chair

PURPOSE: To assist in spreading the word of Optimism as a positive-minded youth service organization and to enhance the image of Optimism.

PERSONNEL: Experience in news or public relations is beneficial. Computer skills are essential. Being a good photographer is also helpful. As a rotating Committee, it is recommended that the Committee consist of between three and six Members, each serving three-year, staggered terms to ensure continuity at the District level.

DUTIES/RESPONSIBILITIES:

- To continually contact District media outlets about ongoing District-wide service projects such as the Essay, Oratorical and CCDHH Contests, Childhood Cancer Campaign (CCC) and Optimist International Junior Golf Championships
- To write news releases about the winning CPA Project for distribution to the media
- To be visible at District Conferences with information tables, roundtable discussions and sample public relations aids to assist Clubs with local publicity
- To encourage Clubs to step up marketing efforts by requesting a Club Marketing/PR Kit from Optimist International
- To encourage member Clubs to submit news releases to their local news media, to the District newsletter and to *The Optimist* magazine
- To promote and distribute public service announcements (audio PSAs on CD, available from Optimist International) to local radio stations in the District
- To write news releases about and arrange local media interviews with official Optimist representatives during District visits (i.e. President, Vice President, Governor, etc.)
- To write and distribute news releases for Honor and Distinguished Clubs to their local newspapers (optional)

RESOURCES: Several resources are available in the [Marketing](#) section of the Optimist International website at www.optimist.org.

- [Club Marketing/PR Kit](#) – Clubs can also request a kit by e-mailing programs@optimist.org. They must provide their Club number and a mailing address. Limit one kit per Club.
- [Optimist Logos](#) – Download high-res and low-res versions of many popular Optimist International logos.
- [Radio Public Service Announcements](#) – Download specific audio public service announcements. For a complete CD of PSAs, please contact the International Office at (800) 500-8130 or communications@optimist.org.
- [Public Relations Training Guide](#)

ACTION PLANS: Urge Club leadership to promote Optimism at the local level through publicity.

1. What is going to be done?
2. Who is going to do it?
3. When is it going to be completed?