



Club Public Relations Committee Guidelines

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 one to four members, including the Chairperson, Bulletin Editor and Publicity Chairperson. A Webmaster should be included if the Club has a website or would like to develop a website and the Club has a Member with the appropriate experience. Committee members should also have experience or expertise in mass communications and possess strong word processing skills. Having contact with and access to local news media is a plus.

External Communications – Duties/Responsibilities

- To facilitate news media coverage of Club activities.
- To create and maintain a Club website to enhance communication with others, both within and outside the organization.
- To contact local radio stations to run free public service announcements (from Optimist International).

Internal Communications – Duties/Responsibilities

- To edit and publish a Club bulletin at least monthly or to send e-mail bulletins weekly.
- To take photographs of Club service projects, fundraisers and social events and compile a Club scrapbook.

Resources

Go to www.optimist.org, look under “Members” and click on “Marketing.” On this page you will find marketing tips and ideas, a public relations guide, sample news releases for a variety of Club projects and links to other helpful areas of the website, including the radio PSAs, Optimist logos and graphics, and the Bulletin Editor’s Guide.

Action Plans

As a committee, develop a mass media plan, a printed or electronic Club bulletin and, if possible, a website to enhance both external and internal communications.

- What is going to be done?
- Who is going to do it?
- When is it going to be completed?