PUBLICITY COMMITTEE

COMMITTEE GOALS AND OBJECTIVES:

1. Strengthen communications of the chapter using available press and broadcast media.
2. Enhance chapter and Society visibility.
3. Inform and educate the general public of chapter activities and positions.
4. Develop communication tools to facilitate chapter information/education activities.

COMMITTEE RESPONSIBILITIES AND WORK SCHEDULE:

1. Chair hold committee meetings and/or use other communication means to plan and coordinate strategies for chapter publicity. Invite and involve division director of the chair.
2. Publicize chapter events, positions and other pertinent matters by notices to selected press and broadcast media, i.e., newspapers, magazines, radio, and television.
3. Procure/take photographs of significant events and personalities related to chapter activities for publicity and record purposes, i.e., annual meetings, award presentations, etc.
4. Assist the board of directors and/or chapter committees with special publicity efforts including feature stories, letter campaigns, and/or formal position statements.
5. Inform and invite appropriate news media reporters to special chapter events.
6. Assist in arranging and participate in informal news briefings and/or press conferences to announce special chapter events as directed by the board of directors.
7. Arrange for press room facilities including equipment, supplies, etc., at special chapter seminars or conferences as directed by the board of directors.
8. Arrange for advance copies of speeches, presentations, biographical sketches, and/or photographs of speakers appearing at special chapter events.
9. Coordinate committee efforts by seeking board of directors' approval for tasks and projects that require chapter funds and/or a concerted effort by the membership.

Submit committee annual operating budget needs to the chapter board of directors no later than the last board of directors' meeting of the calendar year.
10. Arrange for and/or conduct interviews with speakers participating at special chapter events.

Gather brief radio and/or television statements from major speakers and chapter officers, and attend meeting sessions to develop written news releases.

11. Assist chapter committees in developing and preparing exhibits and displays for special information/education activities as approved by the board of directors.

12. Develop and maintain an updated directory of news media outlets in the chapter's geographic area as follows:

(a) Daily and weekly newspaper
(b) Leading farm magazines
(c) Radio stations
(d) TV stations

13. Develop and maintain an updated directory of the following schools for chapter youth education and scholarship programs:

(a) Grade schools
(b) High schools
(c) Vocational technical schools
(d) Colleges/Universities

14. Develop and maintain an updated directory of state legislative/national congressional delegates.

15. Develop and submit a minimum of one news article each year to the chapter newsletter editor according to the newsletter calendar to inform chapter members of: (a) special committee activities, (b) biographical information on personalities who will participate/speak at special chapter events, and/or (c) recognition of persons, groups, or businesses who have contributed to a chapter activity.

16. Present committee activity reports at quarterly scheduled board of directors' meetings. If the chair or a committee member is unable to attend, submit a written report to your division director prior to the meeting.

17. Prepare and present a written report of committee activities and accomplishments at the chapter's annual business meeting.

COMMITTEE SELECTION:

1. The chair is selected and appointed by the chapter president.
2. Additional committee members are selected and appointed by the committee chair in consultation with the chapter president and the board of directors.

3. All committee members must agree to serve before being appointed.