

Job Description  
VUBC Unit 547 Publicity Chair

The Unit Publicity Chair shall:

- Be a member of the Board.
- Make visible to bridge players throughout our area, through various publicity means, our Unit's tournaments, games, programs and events.
- Publish and distribute (or cause to be distributed) physical flyers for Unit / club events to clubs throughout the area from which we draw players. In so doing, maintain a list of these physical clubs, locations and distribution channels.
- Publish a monthly Unit-wide newsletter highlighting events and milestones of our Unit and club events. This should include highlighting events of our players such as new members, 70% games, rank achievements, etc. Some of this information can be drawn from ACBL's monthly In-and-Out report to the Unit.
- Take photographs of special games and events or delegate a Unit Historian to do so (now being done by Barbara Fitzgerald).
- Maintain a physical bulletin board at Temple Beth Torah venue and special event venues (such as our Annual Meeting) where event photos and bulletins are posted.
- Provide publicity information and photos to our Unit Webmaster for site publication on an ongoing basis.
- Create flyers as necessary.
- Assist tournament chairs with signage as required.
- Investigate methods which can be used to reach out to the general bridge playing public as to our events and games. This includes working with ACBL on publicity marketing.
- Conduct "marketing" polls.

Reference Material and Electronic Source Files:

1. ACBL Handbook of Rules and Regulations  
<http://web2.acbl.org/Handbook/handbook/ACBLHandbook.pdf>
2. ACBL Cooperative Advertising Program  
[https://www.acbl.org/marketing\\_page/cooperative-advertising-program/](https://www.acbl.org/marketing_page/cooperative-advertising-program/)
3. ACBL monthly In-and Out reports.