

WWN Policies and Procedures Manual

Section 25

Publicity

October 24, 2023 Rev 1

Duties, Policies and Procedures Pertaining To: Publicity

A. Duties

There shall be a Publicity Chairperson. The Chairperson shall be responsible for:

1. Releasing WWN Club information and other publicity that will promote the Club to the newspapers and other media.
2. Placing rack cards wherever it's allowed and filled. Keeping a record of all news releases. and expenses attached with receipts into the Treasurer for reimbursements.
3. Encourage members to have rack cards available to share with friends, neighbors, and the surrounding Josephine community.

B. Procedures

1. Place information for the Club in the newspaper and KAJO radio station, and suitable media outlets. Our purpose is to provide information about WWN to new people in the area eligible to join in Josephine County.
 - a. Reach out to Sneak Preview annually to highlight a member of the WWN board by email to sneakpre.com who are happy to feature a member from time to time.
 - b. Chairperson to notify KAJO radio station about WWN for free public service announcement of bigger events at kajo@kajo.com.
 - c. Scheduling live interviews at KAJO by calling (514) 476-6608 for a board member to promote some aspect of WWN. Interviews are conducted on Monday and Thursdays at 9:30 a.m. Live interviews can be scheduled several times a year and each time a different benefit of the club can be highlighted.
 - d. Upon approval, some locations around town will allow us to place flyers on bulletin boards.
 - e. Keep a copy of all articles published regarding WWN.
 - f. Keep an updated list of new avenues for promotion when found and contact information.

NOTE: The WWN BOD must approve any changes to this document. To change the document either submit your proposed written change(s) to the Policy and Procedure Chairperson, who will submit the written change(s) to the BOD, or you may submit the proposed written change(s) to the BOD.