

PUBLIC RELATIONS

Responsibilities

Inform the media about the activities, accomplishments, presentations, charitable donations, fundraising, etc of the Guild.

Duties of Chairman

- Request from Guild officers, committee chairs and/or members any publicity concerning Guild activities
- Publish news/press releases regarding Guild events and meetings including photos if available
- Deal with any media inquiries
- Submit information about Guild activities to internet quilting sites or inform the Vice-President of such information as he/she is the liaison with other organizations
- Maintain a list of media contacts
- Two weeks prior to an event the media should be informed. Magazine releases require about two months lead time to publicize an upcoming event

Format for News/Press Release

- Print on Guild letterhead
- Email, fax or send release to specific media contacts
- Include Who, What, When, Where and How in the release
- Press/news release example:

WPQG LETTERHEAD

FOR IMMEDIATE RELEASE: Date of meeting/event

CONTACT PERSON: Name, phone number

The members of the West Pasco Quilters' Guild will meet _____ at the _____, at ____AM. (add date, location and address and time)

Our guest this month is _____ a nationally known quilting teacher. _____ will speak on "_____" (add speaker name, presentation name, then add to this paragraph an interesting but short explanation of the speaker's presentation)

Members and guests are encouraged to come early for a cup of coffee, to socialize with fellow quilters and to participate in the activities before the general meeting begins.

List of Media Contacts

Media contacts change frequently as does print media. This is a list of suggested media outlets. As chairman it is your responsibility to locate phone numbers and email addresses for the various media contacts at the time you are serving in this position.

- Tampa Bay Times – specifically Pasco Neighborhood News
- Tampa Tribune
- Suncoast News – Sunbelt Newspapers
- Various neighborhood newsletters or magazines