

LIONS INFORMATION COMMITTEE

PURPOSE:

The purpose of this Committee is to establish guidelines to help better keep the Lions, Lioness and Leos throughout the District informed of District 14-N, Multiple District 14 and Lions International activities. To establish guidelines to help maintain and provide the District 14-N news and items of interest that should be published in Multiple District 14 Newsletter "The Pride of Pennsylvania". To establish guidelines to help provide a service to the District 14-N Cabinet and each Club to promote public awareness of the activities and for the common good of the Lions of District 14-N. To establish guidelines to help provide a Speakers' Bureau service to the District 14-N Clubs to assist in providing interesting programs for the common good of the Lions and the Club meetings.

SPECIFIC:

It is recommended that a Past District Governor chair this committee to utilize his experience and knowledge about Lionism and appoint one Lion from each Region to assist the Past District Governor.

GENERAL:

To meet the purposes and to assist the District Governor with the responsibilities of keeping all within and without the District informed, it is recommend that the Lions Information Committee be made up of the following and their specific responsibilities shall be to:

A. Lions Information Coordinator

1. Keep informed of International activities and events that would be of interest to any and all Lions within the District.
2. Keep informed of Multiple District 14 activities and events that would be of interest to any and all Lions within the District.
3. Keep informed of District 14-N activities and events that would be of interest to any and all Lions within the District.
4. Procure films, tapes, visual aids, etc., to assist in presenting programs to individuals and/or Lions Clubs of activities within the International family of Lionism.

B. "The Pride of Pennsylvania" Magazine Coordinator

1. To encourage all clubs to provide the District with photos and newsworthy information that they think should be published.
2. Write up any event that the District may have that is thought to be newsworthy.
 - a. To encourage and solicit assistance from Zone Chairpersons, Region Chairpersons and any member of the District Cabinet who may have been involved with a newsworthy activity within the District.
3. Extract any news that may have been received from the Clubs within District 14-N.
4. Promote all Lions within the District to read "The Pride OF Pennsylvania" Magazine.

Con't to Next Page

C. Public Relations Coordinator

- 1. Aid the Cabinet and provide service for public awareness of the Lions activities within District 14-N.**
- 2. Collect and have published by the local media, information of interest relative to the activities, projects and events of District 14-N.**
- 3. Educate the Clubs in procedures to obtain newspaper, TV and radio assistance in promotion of their projects.**
- 4. Encourage District and Club activities to have press or other sources cover the special events throughout the District.**
- 5. Inform the clubs of the importance of public awareness for the advancement of Lionism and how it helps with membership growth and retention.**

D. Speakers' Bureau Coordinator

- 1. Compile a list of available speakers within the District on "non-Lions" subjects (i.e. other than Cabinet Committee Members).**
- 2. Catalog subjects of interest that a Club may desire.**
- 3. Provide phone numbers and contacts of individuals or corporate speakers at any Club and hopefully a nearby speaker.**
- 4. Recommend that speakers should speak at no cost to the Clubs except maybe a free dinner.**
- 5. Discourage any speaker that may use Lions for his personal financial gain such as sales promotions, etc.**
- 6. Aid small Clubs that may need assistance to provide good programs to encourage membership retention and new members.**
- 7. Promote the use of District Committee Chairpersons as programs on subjects relative to their respective Lions projects.**