

PUBLIC RELATIONS COMMITTEE

PURPOSE:

To help the Public Relations Chairperson provide a service to the District 14-N Cabinet and each Lions Club, and to promote public awareness of the activities and for the common good of the Lions District.

SPECIFIC:

The committee shall consist of the chairperson and five (5) Lions, one from each Region.

GENERAL:

The Public Relations Chairperson shall serve the interest of the Cabinet and the Lions Clubs to promote public awareness of the activities and newsworthy special events within the District. The specific responsibilities shall be to:

1. Aid the Cabinet and provide a service for public awareness of the Lions activities within District 14-N.
2. Collect and have published by the local media information of interest on the activities, projects and events of the District.
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.
6. Keep District 14-N visible throughout the State by submitting relevant articles to the editor of "The Pride of Pennsylvania," (State Magazine), to "The Lion," (International Magazine), and the District 14-N Newsletter.
7. Committee should be aware of and take advantage of all materials and financial assistance from Lions International.