



STILLWATER ROTARY CLUB

PUBLIC RELATIONS COMMITTEE

- **Public Relations Committee**

- **Members**

- Chair, Public Relations Committee
- Club Director 2
- Club Members As Assigned

- **Board Liaison**

- Club Director 2

- **Primary Purpose Summary**

- *This Committee Should Develop And Implement Plans To Provide The Public With Information About Rotary And To Promote The Club's Service Projects And Activities.*

- **Primary Functions:**

- Periodic Reports To Board And Club On Public Relations Matters
- Overall Public Relations For Club
- Present Information To The Public About The Club, Rotary International, Its History, Goals And Accomplishments Throughout The Rotary Year
- Promotes Rotary Awareness Month (January)
- Work With The Media To Secure Proper Publicity For The Club's Activities
- Work With Club Committees That Are Conducting Service Activities To Publicize Successful Club Projects Through The Local Media
- Create A List Of Media Contacts And Update it Regularly
- Respond Quickly And Accurately To Media Inquiries About Club Activities
- Advise The President On Public Relations Matters
- Communicate With Key Organizations And Leaders Within The Community
- Keep The Public Relations Chair Informed Of Larger Stories That May Generate Interest Beyond The Local Community
- Works With The Magazine Committee To Keep Rotary International Informed Of Newsworthy Club Projects
- Train Club Members In Their Individual Public Relations Responsibilities:
 - Be Fully Informed About The Object Of Rotary And Rotary's Programs And Activities
 - Seek Opportunities To Further The Aims And Accomplishments Of Rotary Through Personal, Business, And Professional Contacts
 - Help Our Club Become More Identifiable In Our Community By Personally Informing Others About What Rotary Is And Does
- Develop A List Of Knowledgeable Club Members To Be Available To The General Public Other Groups In The Area As Speakers
- Monitor Public Relations Related Important Dates



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- Develop Recommended Public Relations Related Goals And Monitor Achievement Of Established Goals
- Develop, Execute And Monitor Public Relations Related Action Plans
- Develop Public Relations Related Resources
- Ensure Public Relations Committee Section Of Web Site Is Effective And Current
- Coordinate, Interact And Communicate With Other Committees As Needed To Complete Functions
- **Subcommittees:**
 - None
- **Important Dates:**
 - See Club Important Dates List
- **Resources:**
 - Other Subcommittees
 - Club Manual
 - Others To Be Developed