

## **Appointed Position Description: Public Relations (Publicity) Chair, Amador County Branch, AAUW**

**Overview of the position:** Serve as the primary communications link between the AAUW Branch and the community. Provide publicity for Branch activities and events open to the general public, as well as selected newsworthy events that are not open to the public, e.g. events featuring the scholarship recipients and installation of officers. Close coordination with others, e.g. Program Chair and Gold Filings editor is an essential function of the position.

### **Overall responsibilities:**

- Serve on the Leadership Committee.
- Work in concert with the Leadership Committee, program leads, and website and social media editors to communicate effectively with both the community and the Branch membership.
- Make a list of targeted media and information about the process and criteria for submission of publicity items.
- Develop a positive working relationship with local media outlets, such as Hometown Radio with particular focus on the *Ledger Dispatch*.
- Develop a list of other outlets for publicity such as local organizations that are amenable to publish information about our events in their newsletters or websites. Get dates for our events on the calendars of these organizations, when possible.
- Create a master calendar with timelines/deadlines.
- Provide guidance to Program Chair regarding media deadlines, format, process, etc.
- Tap the program leads for information/articles for release about programs and activities.
- Work with program leads to submit appropriate information to Gold Filings, website and social media editors in a timely manner.
- Make certain that all press releases written by others are print ready.
- Send selected information to regional Branches.
- Submit press releases in a timely manner via e-mail to local media outlets. (If possible, releases about any speakers should include biographical information and/or photographs.)
- Ask program leads to have representative of AAUW available to help any reporter who covers an event, with photo sessions or interviews.
- Be mindful of the following when preparing press releases and/or granting interviews:
  - Branch membership criteria
  - AAUW mission
  - AAUW's State and National policy positions.
  - The necessity to maintain a nonpartisan stance when representing the Branch.
  - Provide an orientation for your successor.

**Available resources:** *AAUW Mission & Action, AAUW Membership Matters, CA Board to Board, California Connection*, websites [www.aauw.org](http://www.aauw.org) and [www.aauw-ca.org](http://www.aauw-ca.org).

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