

# **SOROPTIMIST INTERNATIONAL OF SACRAMENTO**

## **Public Awareness Committee**

(A Technical Committee)

This Committee consists of the four (4) Subcommittees listed below, each of which may have its own Chair. Each Subcommittee may operate independently with timely reports being made to the Public Awareness Chair (PAC). Each fundraiser chair or program activity chair should provide the facts of the function needing publicity to the Publicity Outreach Chair or PAC Committee Chair, who shall coordinate among the four Subcommittee Chairs for dissemination, whether to club members only or the general public. This Committee works toward innovative and effective public awareness in accordance with the public awareness program of SNR and SIA.

### **Subcommittees:**

- 1. PUBLICITY OUTREACH** – The purpose of this Subcommittee is to disseminate the Media Releases to all the media outlets in the area that will utilize them. The Committee Chair, or the Publicity Outreach Chair, will serve as the club's primary spokesperson to the media; schedule interviews or filming; cultivate and maintain cooperative and collaborative relations with diverse media (print, radio, T.V.) to gain the broadest range of publicity options for all club activities. There is a list of those contacts which should be passed on from one subcommittee Chair to the next.
  - A. This Subcommittee should also prepare a Media Kit about the club by referring to the SNR Public Awareness site or SIA Public Relations Handbook, which may be found at: [www.soroptimist.org/members/publicawareness/publicawarenessdocs/toolstemplates/mediakit101.pdf](http://www.soroptimist.org/members/publicawareness/publicawarenessdocs/toolstemplates/mediakit101.pdf). The media kit will be a tool for club members to use when seeking donors and sponsors for fundraising events and activities.
  - B. Maintain the current media list by periodically and routinely confirming and updating media contact information on the list.
  
- 2. WEBSITE ADMINISTRATION** – This Subcommittee is responsible for maintaining the club website and coordination and interaction with the website designer (Joe Starrett). This Subcommittee shall consist of, at least, the President, 1<sup>st</sup> Vice President, Secretary, Chairs of the Membership, Roster, Newsletter and Public Awareness Subcommittees, and two (2) club members at large with alternating 2-year terms. Anyone noting any errors on the

website should call them to the attention of the Subcommittee Chair immediately.

- A. This Subcommittee is responsible for timely postings to the website, site monitoring to maintain current information, and support and training on the use of the website.
- B. This Subcommittee is responsible to see that Newsletters and Media Releases are posted to the website in a timely manner, and that business meeting minutes and other relevant documents are posted in the Members Only section of the website for posterity.
- C. The Subcommittee Chair is responsible to assist and coordinate with member logins to the website.
- D. Timeline – This Subcommittee should meet within 30 days after the installation of new officers to make sure that changes to the website are made timely. (Member listing, new Officers, new President’s message, etc.)

**3. SOCIAL MEDIA** – This Subcommittee is responsible for making all the postings on Facebook and all other social media being utilized by the club. (as directed by the Board, activity function Chairs, member requests, or others with information pertinent to the club).

- A. This Subcommittee should collaborate with the Website Administration subcommittee to assist in the coordination of event publicity on both the website and all social media outlets.
- B. Should also expand social media coverage beyond Facebook.

**4. NEWSLETTER** – This Subcommittee is responsible for the creation and circulation of the club newsletter. (To be published every month excepting July and August, when one summer newsletter will suffice)

- A. The purpose of the newsletter is to inform members (and other interested parties) of club business, activities, membership changes, SNR and SIA updates, other Soroptimist Clubs’ activities, pertinent community activities and other articles of members’ interests.
- B. The newsletter should also promote upcoming events, detail post-event summaries (district meetings, SNR and SIA conferences & conventions) and upcoming meeting speaker information.
- C. Club leaders (Board officers, committee Chairs, interested members) should submit articles, stories, columns, and reports to the Newsletter Chair regularly for publication.

- D. The newsletter is produced in an electronic version for email distribution. A printed hard copy for postal mail can be requested by members who do not have email.
- E. A member of the committee should provide the most recent copy of the newsletter (and fundraising or event flyers) to the SNR E-blast Coordinator for inclusion in the semi-monthly E-blast.