

PUBLIC RELATIONS CHAIRPERSON

FUNCTION:

The public relations chairperson supports the District Governor in enhancing the image and awareness of Lions, Lioness and LEOs in the District's areas and of the international organization.

REFERENCES:

1. Lions Club International Public Relations Guide
2. Lions Club International Club Public Relations Chairperson's Guide PR-710, latest version.

GENERAL:

The incoming District Governor shall appoint this Chairperson.

DUTIES:

1. Train club public relations chairpersons on their role and use of public relations (PR) tools
2. Coordinate district public media relations and act as spokesperson to clubs and communities
3. Encourage a positive image and pride in membership

Policy Change History:

- May 1, 2002
- April 25, 2009
- February 18, 2017