

The International Association of Lions Clubs

District 14B - Policy No. 318

Policy to Define the Duties of the Public Relations Chairperson

PURPOSE: To help the Public Relations Chairman provide a service to the District 14-B Cabinet and each Club to promote public awareness of the activities and for the common good of the Lions District.

GENERAL: The Public Relations Chairperson shall serve the interest of the Cabinet and the 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-B.
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-B visible throughout the State by submitting relevant articles to the editor of the "Pride" (State magazine) and to "The Lion" (International magazine).

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