

**UUCSC Publicity Committee Chair - Job Description** (approved 11/18/04)

Basic:

- ! Make arrangements to receive monthly service announcements from Newsletter Editor (usually done via e-mail, which allows PR Chair to 'cut and paste') and reformat as a press release.
- ! Send monthly service announcements to South County papers (Narragansett Times, Chariho Times, South County Independent, North Kingstown Standard-Times). Note: We used to send to the Westerly Sun, but they now charge to list churches.
- ! Create press releases for special events at the church (concerts, lectures, fundraisers, etc.) and distribute to local papers. For large events like the auction, distribute press releases beyond South County papers. Include Providence Journal, Newport Daily News, Providence Phoenix, etc. For special and large events, send flyers and Newsletter Announcements to Rhode Island UU congregations, and other churches in South County, as appropriate.
- ! Attend quarterly Program Council Meetings and maintain regular communication with Board Trustee.
- ! Establish and utilize protocols for communicating with event and committee chairs regarding publicity.

Expanded:

- ! Seek opportunities to promote UUCSC in the community. Make sure community organizations have up to date information about the UUCSC (i.e. Chambers of Commerce, Bed and Breakfasts, Alternative Food Co-op, All That Matters, public and private schools, etc.)
- ! Consider staffing booths at community events and festivals to promote UUCSC.
- ! Pitch human interest story ideas to local reporters/editors about UUCSC members, small groups, community activity, etc.

**UUCSC Publicity Committee - Job Description** (approved 2/20/01)

Mission: To increase overall awareness of the congregation throughout South County

Long-term

Goal: To develop a public relations program for the congregation.

Duties and Tasks:

- ! To develop and maintain a congregational Web site linked to the UUA Web page.
- ! To coordinate and provide publicity, when appropriate, for all services, committee events and programs
- ! To draft or review all press releases.
- ! To establish on-going relationships with all local news media.
- ! To coordinate all contact and communication with local media.