



PUBLICITY COORDINATOR

1. Promote the society through distribution of information to the general public.
2. Establish and maintain contacts with local radio and TV stations, newspapers and magazines to encourage publication of society information.
3. Maintain one or more short "Press release" documents that can be provided at short notice when requested.
4. Encourage society members to produce articles on the society and/or on orchids in general, either in written or other format (such as video) for publication.
5. Work with the society webmaster to ensure the website provides pertinent and timely information on the society. When appropriate, recommend new items for inclusion in the website, or suggest changes and improvements to content or format.
6. Work with the Show chairman to ensure optimum publicity is provided for the show.
7. Attend monthly meetings of the Executive committee. If unable to attend, provide important information regarding the Program activities and status to another member of the Executive

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