

Redwood Empire Quilters Guild

Job Description

Rev. 08/2010

Job Title	Publicity
Voting Board Member	Yes
Key Responsibilities	Responsible for making public the meetings and activities of the guild as well as the successes of its members. Publicity for the Quilt show is not handled by this job. May need use of a digital camera to take photos for submission with articles. May need internet access to maintain information on guild and guild activities on various web sites.
Tasks Prior to Guild Meeting	<ul style="list-style-type: none"> • Write announcements for monthly meetings and submit to media outlets following the individual guidelines for each media outlet. Deadlines vary. • Update and maintain a list of e mail addresses and websites for local media outlets that accept Public Service Announcements (PSAs) from non profits. • Submit photos and articles about any special projects, programs or events to the Times Standard and other publications.
Tasks During Guild Meeting	Help any board members as needed
Newsletter Articles	Write articles about any accomplishments achieved by members that would be interesting to the membership.
Preparation for Board Meeting	<ul style="list-style-type: none"> • Have information available on any articles submitted to the press. • Read minutes from prior board meeting and be prepared to submit any corrections. • Read and prepare for discussion any materials presented at last meeting or distributed during the month that will be discussed. An example is a change to an operational document.
Financial Impact – Income	Good publicity can have a financial impact on class and meeting income.
Financial Impact – Expense	None

<p>Interfaces with which Other Board Members</p>	<ul style="list-style-type: none"> • Gets program information from the 1st V.P. • Gets workshop and lecture information from the 2nd V.P. • Works with Community Quilts as to where quilts are being donated as well as workshops being held to work on charity quilts. • May provide input/contacts to Publicity chair for Quilt Show.
<p>Interfaces with Outside people/companies</p>	<ul style="list-style-type: none"> • Newspapers: Times Standard, Humboldt Beacon, and Arcata Eye. • The Palette and any other local publications that take submissions from non profits. • Internet sites offering information about organizations and activities in our area.