

PUBLICITY

Function Statement

October 2012

SCOPE

The Publicity Chair is responsible for editing and producing news releases on behalf of the chapter and e-mailing them in a timely manner to local print media.

The chair is responsible for issuing releases on the programs scheduled for the chapter's monthly meetings, subject to review and approval of the Program Chair.

The purpose of the releases is to attract non-members (and inactive members) to attend the programs, as part of the chapter's public education mission and also to recruit new members.

Publication of the releases also keeps Audubon's name before the public as an active conservation organization.

The Publicity Chair may also, at the request of the Chapter Board, issue releases on special programs or on issues on which the Board wishes to make a public statement

COMPOSITION

The Publicity Chair is a volunteer appointed by the Chapter Board and serving at the Board's pleasure.