

Committee Name: Public Relations

Purpose of the Committee: The Public Relations Committee will serve as the marketing/information/communications resource for the McMinn County Amateur Radio Club. The committee will administer the social media and public relation issues in conjunction with the executive committee of the McMinn County Amateur Radio Club.

Goals and objectives of the committee: The Public Relations Committee is to provide and gather the best information possible and forward it to the club members, local amateur community and the public.

Tasks/ duties of the committee:

Social Media tasks

-The Public Relations Committee will be responsible for posting new information on social media for all club members, the amateur radio community and to the public to make all aware and informed of club activities and related items. The information for posting and printing will be provided by the executive committee, club committees, members of the public relations committee and club members in general with club related items. The postings will be maintained regularly to insure it is promoting a positive image for the club. Examples of social media postings include , but not limited to the following:

Provide Information on upcoming events

General information about the club

Club activities

Club pictures

Weather conditions

Club committee request

Area amateur radio activities

Others amateur club information

Advertising tasks

The Public Relations Committee will help provide advertisements to be used in local and regional publications to help promote the club. The advertisements will contain the club's logo and contact information. The advertisements will also contain an appropriate photograph when applicable. All advertisements must be reviewed by the Executive Committee and Public Relations Chair prior to being distributed and published.

Press Release tasks

The Public Relations Committee will help provide press releases for the club's benefit. The press releases will assist in providing the general public and our peers with a positive outlook of McMinn County Amateur Radio Club. The press releases will be constructed with the help of the Executive Committee and will incorporate quotes and remarks from our club members – when appropriate. The press releases will be developed as notable occurrences take place in the club. Photographs may or may not accompany the press release depending if they are appropriate for the release and whether or not they are available. All press releases must be reviewed and approved by the Executive Committee and Public Relation Chair prior to being distributed and published.

Current membership of the committee

Bob Miller, KC4KUZ. Chairman

Jim Morelan N3SBSdak\le Williams N4KDW

Darris Goforth K4RST

Phil Prichard KC4JIY