

## **Public Relations and Lions Information Chairperson**

This chairperson is responsible for providing guidance and support to club public relations chairpersons, publicizing district activities to the community and informing Lions of district activities. It is suggested that a past district governor serve in this position.

### **Chairperson Duties**

- As the district's chief advisor for public relations and publicity, conduct a basic training course for all club public relations chairpersons
- Handle the public relations for the district, including news releases to all media, and edit or assist in the preparation of the district bulletin
- Motivate clubs to promote continuous public relations programs in each community
- Advise clubs about printed public relations material available from Lions Clubs International and promote its use for both internal and external communication
- Encourage representation at district and international conventions
- Assist club public relations chairpersons with presenting relevant information about association programs
- Provide advance notice to clubs of the governor's visit with biographical information and photographs
- Arrange publicity for visits of international officers, directors and other dignitaries within the district
- Store and account for district-owned property such as publications, audio/visual materials, etc.
- Inform club public relations chairpersons that they are responsible for erecting and maintaining Lion highway signs at entrances to communities

## **STATE PUBLIC RELATIONS COMMITTEE**

This Chairperson is responsible for providing guidance and support to District Public relations Chairpersons, publicizing District activities to the community and informing Lions of District activities.

### ***Committee Duties***

- *As the state's chief advisor for public relations and publicity, conduct a basic training course for all public relations chairpersons at State Convention.*
- *Handle the public relations for MD 18, including news releases to all media, and edit or assist in the preparation of the State Newspaper.*
- *Motivate clubs to promote continuous public relations programs in each community.*
- *Advise clubs on the printed material available for Lions Clubs International and promote its use for both internal and external communication.*
- *Encourage representation at District, State and International Conventions.*
- *Assist district chairs with presenting relevant information about association programs.*
- *Arrange publicity for visits of International Officers or Directors and other dignitaries within the state.*