

## The Club Public Relations Chair

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MD13 PRaM Committee Member

### A. Duties and Definition

1. General: Public Relations involves all forms of communication: written, verbal and non-verbal. For Lions, public relations includes writing news releases, publishing club newsletters, and distributing promotional flyers. Public visibility involving Lions pins and participating, in uniform, in community events (parades/projects).
  - a. Create a program that effectively communicates information about your club to the community.
  - b. Keep your Club aware of all PR efforts and results (Oral reports, written outlines, newsletters to club and district leaders.
2. Specific: If community members don't know who built their park, conducted eye screening or diabetes tests, collects used eyeglasses, they won't know who (which club) to support.
  - a. Decide which activities have interesting "angles" and are worth pitching to the media.
  - b. News articles should:
    1. Enhance local community (parks, schools, etc.)
    2. Involve general public (fundraisers, eyeglass gathering)
    3. Perform public services (eye tests, drug education)
  - c. Public Service: Gives information about a specific topic to assist the general public, such as describing the warning signs of diabetes or encouraging the public to take part in Lions-sponsored health screenings. The aim is to educate the public how to participate in prevention or screening programs of various areas of concern. Public service campaigns can keep clubs visible in their communities during times when there are no noteworthy events/activities to publicize.

### B. PR DEVELOPMENT—PREPARATION:

1. Introduce yourself to the reporters and editors with whom you may be working during the upcoming year.
2. Create list of all newspapers (area-wide and local), radio and TV stations in your area and telephone numbers.
3. Create a second list of major activities and projects your club conducts yearly.
4. Using project list as a guide, call each media outlet to determine appropriate editors, reporters, section likely to cover these Lions events.
  - a. The person you need to contact will depend on the nature of your activity.
  - b. Inquire about deadlines and length of article, picture limits needed.
  - c. Consider population target for your article. Lions tend to have higher quality coverage in suburban or local papers than in large daily newspapers. Be diligent, as relationships with Lions and their media must be nurtured.

### C. PLANNING: How can you develop a PR Chair within your club? Who will assist? Where can you receive help?

1. Find a Lion who has some ability to write and report on activities of your club. Make district aware of your club PR person and phone number.

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2. Involve that Lion in District Leadership Seminar where the curriculum for writing, contacting media, and implementing an active PR Skills program can be presented and nurtured. The materials, methods, and illustration of examples can be presented. The effort will be to assist the PR person to become more successful and productive in relating their Lions services to the community. Networking our attention and efforts toward developing good public relations will go a long way towards developing better support for Lions work and for securing membership to assist us in better service to the welfare of our communities.

**D. RESOURCES AVAILABLE TO CLUB PR CHAIRS**

1. LCI Club Public Relations Chairman's Guide
2. District Public Relations and Marketing Committee Representatives
3. Lions Web Sites: [www.lionsclubs.org](http://www.lionsclubs.org) and [www.ohiolions.org](http://www.ohiolions.org)
4. Specialized training at district conventions and leadership schools, Ohio Lions Fall Conference, USA/Canada Forum, and International Conventions



**PUBLIC RELATIONS RESOURCES**