

GOALS AND EXPECTATIONS

Public Relations Chair

GOALS

Public Relations is a cornerstone of this year's theme. The Governor plans extensive public relations efforts throughout the year, and the Public Relations Chair will play a key role in carrying out these strategies. The bottom line goal is to significantly increase the visibility and image of Lions Clubs within all communities in which they operate and throughout the district.

EXPECTATIONS

- Assist Governor in developing and implementing district-wide public relations campaign including but not limited to:
 - Print and Radio Public Service Announcement Campaigns
 - “Lion Fest” displays and events at malls, etc.
 - Parade appearances, etc.
 - Convention Newspaper Supplement
 - Promotion of Governor's Visits
- Promote public relations to all Lions through club and zone meeting presentations, newsletter articles, etc.
- Be thoroughly familiar with Lions Club International PR materials and procedures and prepared to assist clubs in developing their own PR campaigns.
- Coordinate judging of club newsletter, scrapbook and PR contests.
- Report on PR progress and activities at all cabinet meetings and district convention.