## Public Relations and Publicity Committee

DUTIES

The role of this Committee is to communicate Old Guard activities to the members and the local communities through various media, which include newspapers, brochures, and local television. The Committee members will in addition assist in the design and production of printed pieces required by various functions of the Old Guard.

Material for publicity relating to speakers (biographies and other useful information for the media) should be in the hands of the Public Relations Chairman not less than two weeks before the meeting date. Emphasis should be given to the subject of the presentation and qualifications of the speaker. Pictures of the speaker (two, if possible) are desirable, in black and white of color.

Members of the Committee should be qualified to write articles and/or take pictures for dissemination to the media. Pictures of activities, such as golf, tennis, fishing, swimming, bridge, Timely Topics, organized trips, etc. are welcome to publicize the scope of interest pursued within the Old Guard.

For historical purposes, members of the Public Relations and Publicity Committee should work with the Historical Committee to maintain a Clipping Book of all published articles.

Photographs of the speaker during his/her presentation may be taken and sent to the speaker with a “thank you” note.

PROCEDURES

Monthly program news releases are sent to the various local media on a weekly basis on or before their deadlines. Weekly releases should feature speakers with emphasis on their subjects and interests to retired men, Timely Topic discussions, and special events. All other newsworthy items should also be sent to the media on a timely basis. When appropriate, photographs of speakers or Old Guard activities should be included in the release. Releases should be at the media one day before their deadline.

Committee members should thank the media periodically for their help in publicizing Old Guard activities, and also invite them to meetings.