

Publicity Chair

This position is an optional appointed CAB position. The publicity chair and committee are responsible to:

- Develop and implement a publicity program to obtain local media coverage for the chapter and its events and to make the chapter known within its geographic area.

- Develop an e-mail list to submit media releases in a broadcast approach.

- Prepare contact list for publicity sources such as local newspapers, radio stations, television stations, etc., including publication deadlines, contact names, e-mail addresses, and fax numbers.

- Write press releases and other publicity materials that are attention grabbing and thoroughly cover the subject being publicized.

- Develop and produce posters, flyers, and other publicity materials for chapter events as required.

The chapter president should give final approval for all publicity.

Associated Topics and Information

- “CAB Responsibilities,” on page 8-2.

- Media Releases Tip Sheet, on page E-7

- 2005 Media Kit is downloadable from the Leadership Area of the ASG Web site at www.asg.org.