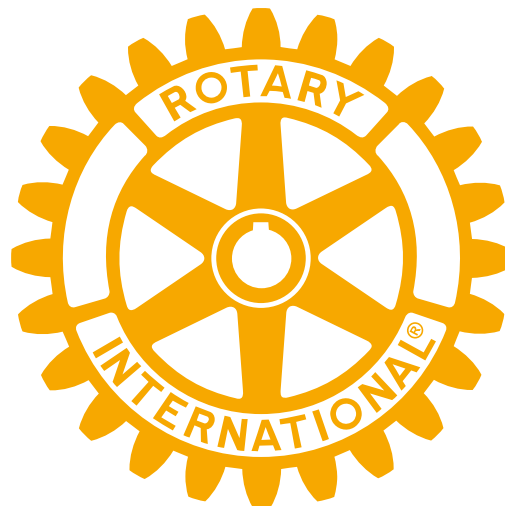


YOUR JOB AS CLUB PUBLIC RELATIONS COMMITTEE CHAIR



As club public relations committee chair, you make sure your club gets credit for the good it does in your community. Find details in [Lead Your Club: Public Relations Committee](#).

RESPONSIBILITIES

ALL COMMITTEES

Attend your district training assembly

Working with the president-elect, select and prepare your committee members

Create subcommittees as needed (for example, media relations, advertising/marketing, special events)

Meet regularly and plan activities

Set committee goals to help achieve the club's goals for the year and monitor progress toward them

Manage your committee's budget

Work with your club's other committees and your district committee on multiclub activities or initiatives

Report committee activities and progress to the club president, board of directors, and the full club

Determine what else your club expects your committee to do

YOUR COMMITTEE

Create awareness of club activities and projects among club members, media, and the community

Support the work of the membership committee

Learn key points for talking about Rotary and use them when speaking in public

Use social media to promote awareness of Rotary and your club in the community

Make sure your club's image is in line with Rotary's public image

Share your club's Rotary stories with the local media

Become familiar with Rotary's public relations resources