

Vice President Public Relations Calendar/Checklist



The following calendar/checklist shows by month the activities and events you should be addressing. You may use the blank lines to add additional items.

June

Before taking office in July, you should:

- Attend district-sponsored club-officer training program
- Meet with outgoing executive committee and obtain files from outgoing vice president public relations
- Ask 1-3 members to be on the public relations committee
- Meet with executive committee to complete Club Success Plan
- Work with executive committee to develop club budget
- Review *TI Catalog* and order public relations materials
- Solicit articles for next month's club newsletter or Web site
- Obtain vice president public relations manual from incoming president and read it
- _____
- _____

July

- Attend district-sponsored club-officer training program if you didn't attend in June
- Meet with public relations committee to plan activities
- Create a media list
- Prepare publicity kit for the media
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans

- Solicit articles for next month's club newsletter

- Update club Web site

- _____
- _____

August

- Attend district-sponsored club-officer training program if you didn't attend in June or July
- Meet with public relations committee to plan activities
- Send publicity kits to local media and invite them to attend a meeting
- Prepare and distribute press releases about club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas and community bulletin boards.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- _____
- _____

September

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter

- Display posters and brochures at libraries, shopping areas or bulletin boards
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Publicize upcoming speech contests
- Publicize upcoming district conference
- Update club Web site
- _____
- _____

October

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas and community bulletin boards
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Update club web site
- _____
- _____

November

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- If club elects semiannually, prepare to give files to incoming vice president public relations
- _____
- _____

December

- Attend district-sponsored club-officer training program
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- If club elects semiannually, give files and handbook to incoming vice president public relations

If the club elects semiannually, the incoming vice president public relations should:

- Attend district-sponsored club-officer training program
- Ask 1-3 people to serve on the public relations committee
- Meet with incoming executive committee to develop club budget
- Read club vice president public relations handbook
- _____
- _____

January

- Attend district-sponsored club-officer training program if you didn't attend in December
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas or community bulletin boards
- Attend executive committee meeting and report on public relations activities/ accomplishments/plans
- Solicit articles for next club newsletter
- Update club Web site
- Review TI Catalog and order public relations materials
- _____
- _____

February

- Attend district-sponsored club-officer training program if you didn't attend in December or January
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- _____
- _____

March

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas, etc.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Publicize upcoming speech contests
- Publicize upcoming district conference
- Update club Web site
- _____
- _____

April

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities

- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- _____
- _____

May

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- Prepare to give public relations files to newly elected vice president public relations
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- _____

June

- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Meet with incoming executive committee and give files to newly elected vice president public relations. Help prepare new vice president public relations for office
- Prepare and distribute press releases about upcoming club activities
- Update club Web site
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