

## Position: Publicity Officer

Well planned publicity is effective in informing people about the work of VIEW, a women's network committed to the aims of The Smith Family in its approach to addressing disadvantage and to the local community.

**NOTE:** Always check your information with the VIEW Media Liaison or your National Councillor if you are including statistics or information about VIEW and The Smith Family. The Media Liaison provides support to clubs with their media releases.

### Overview of Main Duties:

- Profiling your club within the local community will increase awareness of VIEW, heighten public interest and help attract prospective members. Consistency of messaging is very important.
- The Club Publicity Officer has an important role in communicating information and publicising your club's meetings and activities through a variety of local and community media.
- Provide a report at each club and committee meeting of any media coverage the club has received. This report could include media releases that have been prepared or sent. Copies of media can be tabled.
- Help maintain and add to an historical collection of your club.

**NOTE:** Ensure that all members have signed a **Photograph Consent** form to be used for any media events associated with VIEW and The Smith Family. These forms are held by the Secretary.

### Communicating with the public:

It is important that in order for the media to respond to your approach, there is something newsworthy, interesting or a 'human interest' story to cover.

- Promote club activities through community events, newspapers, noticeboards, websites and radio segments and your club newsletter to publicise club activities and meetings.
- **Remember:** Always include the VIEW logo, VIEW (Voice, Interests and Education of Women) and a contact name and phone number. You may also wish to include "a valued part of The Smith Family" in your information.
- National Office can supply promotional material such as brochures, flyers and magazines.
- Persevere - remember that every local newspaper editor has a paper to fill each edition, but the editor also wants to offer variety, human interest and a good story to tell to the readers – try again and again until you succeed! Invite media only to those events that are newsworthy or may provide particular interest to the general public, eg fundraising event to support *Learning for Life*, special outing, a club milestone, a member's personal story in VIEW, an important guest speaker, an occasion while volunteering in the local community.

- About a fortnight prior to the event, write to the local paper with all the details, including a contact name and telephone number. It is advisable to follow up a few days later to ensure that the invitation was received by the correct person, and call the day before to check if anyone will be attending. If a media person is not attending, prepare an article with a quality photograph and submit it to the local newspaper yourself. (See below-Sending a Media Release)
- Invite the editor of the local newspaper to be a guest speaker.
- A "Memory Book" with photos of special events, functions, outings, and speakers, or a scrap book of press clippings and photographs, can be interesting to show to members, friends and visitors to the club. Always record the details of the event, including the date and place. For long term preservation of clippings, limit the use of glue. There may be a club member who would love to do this job, so ASK! Someone may also volunteer to send this to VIEW.org.au
- Refer to the National Councillor regarding VIEW publicity outside the usual club meetings (eg Zone, Area and National events). This will ensure that the information provided is up to date, accurate on VIEW and The Smith Family, and carries messages consistent with The Smith Family's work.
- The release of information to the public about club donations to The Smith Family must be authorised through the National Councillor.
- Be prepared to respond to media enquiries concerning club functions.

### **Sending a Media Release:**

Templates of professionally written media releases are provided for national events and the Publicity Officer can insert information relevant to the event that the club is publicising and submit these to local newspapers.

Modifications to the text of the standard media releases should be discussed with the National Councillor.

### **Check:**

- Information supplied in a media release is correct, including dates, location, contact numbers and the spelling of names.
- Deadline for the newspaper and adhere to this date by submitting a media release well in advance.

The responsibility for publicising Zone Conferences, Area Galas, National Convention and other National initiatives rests with National Councillors and VIEW National Office who send media releases to National, State and Regional papers.

### **Publicity about The Smith Family:**

The Publicity Officer is encouraged to promote VIEW as "a valued part of The Smith Family". However, it is outside the scope of the Publicity Officer's role to accurately promote the work of The Smith Family. Refer enquiries to the National Councillor.