

CKCoJ Volunteer Position Description Publicity and Outreach Chair

Duties:

Public service announcements [PSAs]

Advertising

Club voicemail

Greeting message creation/updates

Message retrieval

Expectations:

PSAs sent to media agencies on a monthly basis (or as needed before upcoming events)

Normally, no more lead time than one week prior to event

Most done on line or via e-mail

40 words or less

*KTOO click on 'Calendar' at top of page

*KINY click on PSA Form, right hand upper box.

Submission one week prior to event

*Juneau Empire click on 'Submit Around Town Event' left hand column, half way down under 'Fun' heading

*Capital City Weekly click on Contact Us bottom left hand column

*Capital Copy click on 'Calendar' left hand side. Second blue box form the top gives instructions for calendar submissions. Events must be submitted before the end of each month to be listed in the following month's calendar.

Advertising, Classified

Based on information received from instructor/event chair

Concise, short – event name for more information contact _____

Voice Mail

Recover messages from voice mail at least weekly – more often before scheduled events

Answer if possible, or refer to appropriate club member

Compose and record greeting message to include general information and current activities

Give a way to bypass greeting

