

COMMUNICATIONS COMMITTEE

Thank you to Unit 174 for this example of Communications Committee responsibilities.

Committee Chair Responsibilities

The main responsibilities of the publicity chair are to publicize bridge activities in the area covered by Unit 174 and to coordinate the activities of committee members.

Specific responsibilities are:

- 1) Recruit volunteers to serve as committee members.
- 2) Maintain a list of local news media and contact persons, with telephone numbers and e-mail addresses. This includes the Houston Chronicle, local television stations and area community newspapers such as the STAR and the Examiner.
- 3) Serve as contact for the unit to the Houston Chronicle and local television stations.
- 4) Ensure coverage of local bridge activities (tournaments, GNT, NAP, etc.) in the local news media.
- 5) Ensure all local bridge events are listed in the Community Calendars of all area community newspapers.
- 6) Attempt to have feature articles on bridge published in the local news media.
- 7) Ensure press releases are sent covering significant bridge happenings in Unit 174.

Examples would be:

- a. Annual Mini-McKenney winners
 - b. Local winners of district events such as GNT or NAP.
 - c. Local winners of international and national events.
- 8) Coordinate efforts of committee members in support of the above items.
 - 9) Report status of publicity activities to the unit board of directors at the monthly board meeting.

Communications Committee Members

The committee consists of members covering the area encompassed by Unit 174 (e.g., College Station, Galveston, Clear Lake, Conroe, Baytown, Katy, Sugarland, Kingwood). Committee members' main responsibility is to work with the committee chair to help publicize bridge in their area. The area covered by Unit 174 is divided among the committee members by zip code. Specific responsibilities are:

1. Personally meet those in the community newspapers in his or her area who are responsible for the community calendar and feature articles.

2. Work with the local news media to make sure all area bridge activities are listed in the community calendars of the local community newspapers.
3. When press releases or other announcements involve a unit member in one of that committee member's zip codes, ensure coverage is given in the local news media for the area.
4. Inform the committee chair if news media staff change,
5. Keep the committee chair informed as to the status of the activities.

April 2006