

# ARIZONA FEDERATION OF GARDEN CLUBS, INC.

## Board of Directors JOB DESCRIPTION

### PUBLICITY & PUBLIC RELATIONS CHAIRMAN

As a member of the Board of Directors reporting to a coordinating AFGC Vice-President, this chairman is responsible for communicating the goals and activities of the Federation to the public through the various media. Experience in public relations via radio, TV, U Tube, Facebook and other electronic outlets and/or print media is desirable.

#### DUTIES

- Know the goals of the Arizona Federation of Garden Clubs, Inc., Pacific Region Garden Clubs, Inc. and National Garden Clubs, Inc.
- Articulate these goals verbally and/or electronically through articles to AFGC Local Garden Clubs, AFGC Plant Societies, AFGC Councils and to the public.
- Attend all Board of Directors and District meetings when possible.
- Refer to the PRGC and NGC Websites for resumes of the programs.
- Develop a plan to help a club/plant society/council work with their local media and encourage the clubs to maintain a good relationship with the press. Distribute electronically.
  - Advise clubs to learn what the local media requirements in their community are regarding deadlines, word count and photos.
  - Suggest creative and imaginative ways for clubs to communicate the goals and mission of AFGC, and their club's goals and activities.
- Encourage clubs to develop a series of informative programs for radio, U Tube, Facebook and other electronic media, TV and/or a series of articles for the print media on gardening and related subjects.
- Encourage club members to participate in community activities and to assume community responsibilities in areas where NGC and AFGC school training offers opportunities i.e. park boards, beautification committees, HOA Landscape Committees, etc.
- Encourage AFGC Local Garden Club/AFGC Plant Society/AFGC Councils to publicize special programs and events. Remind the clubs to include in the publicity the name and club/state/national affiliation.
- Prepare a basic press release example for member's local newspaper. During each administration distribute electronically to the District Directors to use for the District meetings or to Presidents of Local Garden Clubs/AFGC Plant Society for their meetings/fundraisers/events.
- Prepare a press release with photo and distribute electronically two weeks prior to the installation of a new AFGC President to the President's local newspaper.
- Submit articles electronically to the *Greenleaf* Editor-for publication and to the Website Manager for posting on the AFGC Website.
- Submit a report electronically to the AFGC President, AFGC Archivist, AFGC Recording Secretary and the coordinating AFGC Vice-President by two (2) weeks before each Board of Directors meeting, covering goals and/or activities since the previous

report. The AFGC President will forward all reports to the Board of Directors members. You may request to report directly to the Board.

- Review and follow procedures applicable to all members of the Board of Directors as outlined on the page titled IMPORTANT PROCEDURES, which is a part of this job description folder.

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