

# PUBLICITY CHAIR

## 1. Summary

You are the great communicator. If something is going on in the club (that the club wants people to know about) you are the go-to-person to ensure the word gets out to the right people, namely members and prospective members.

Most often this encompasses designing and posting flyers throughout campus towards gaining new members and through the club lists or rented facilities or otherwise looking for ways to publicize the club events to club members.

## 2. Supervision

### A. Reports to

Reports to the Executive Council.

### B. Supervises

Will direct the time and skills of volunteers from time to time.

### C. Collaborates with

Program Director, Tell Tale Editor, Head Flt Capt., Social Chair & Webmaster

## 3. Critical Functions

1 75% Publicizes club events to both members and prospective members, ensuring the correct people are notified in a timely and attractive manner, increasing the likelihood of the event being successful.

- The dominant publicity will likely always be towards new members. The secondary, but necessary, publicity will be towards current members regarding club events.
- Identify what the event is, who is running it, when and where it is going to occur and

who is the targeted audience

- Ensure the Publicity goes off well before or timely to the event occurring
- Common events are: BOTL (Boat On The Lawn), major work-parties, S'n'C (Snooze'N'Cruise), Christmas Cruises, Christmas Social, Opening Day BBQ, various cruises, etc.
- Identify the best means of communicating to that audience
  - WYC email lists, website, office or Sail Locker
  - Papers, flyers, emails, PR, some stunt, etc.
  - UW kiosks & building bulletin boards (departments, dorms, libraries, HUB, etc.)
  - The Daily or other UW community papers
  - FIGS (Freshman Interest Groups)
  - Campus Tours (especially during BOTL)
  - Survey Classes
  - Pre-requisite Classes
- Design, organize and implement that means of communication

2 10% Designs and prints flyers publicizing WYC activities

- Keeps the message succinct and positive with all relevant information and contact information
- Attempts to get the best price for the desired effect, working within the budgetary constraints set by the Executive Council
- Ensures printing of any materials is complete, picked up, of sufficient quality and paid for
- Proofreads and corrects

3 10% Distribute WYC literature on public UW web sites and WYC mail lists

- Get necessary permission for posting in each building, bulletin board or venue
- Coordinate member help towards getting things posted, effectively communicating the timeliness of the activity.

4 <5% Reports to as many Executive Council meetings as possible

- In the event that you are unable to attend, send a report to the Commodore
- The report should include what activities you are working on, what your unmet needs are and any thanks to volunteers.

#### **4. Experience, Training & Requirements**

##### **Previous Experience** (*desired and/or necessary*)

- Required: Example of flyers or related work
- Ample access to related software
- Experience with related software (word, publisher, etc.)
- Desired: Previous experience advertising is a great help
- Accustomed with working to deadlines
- Should have experience motivating or leading people you don't know
- Recruiting and motivating volunteers

##### **Training**

- Familiarization with operational needs of organization including deadlines.

##### **Requirements**

- Must be a WYC member in good standing.

#### **5. Key Competencies**

##### **A. Know How**

- Good interpersonal skills to motivate volunteers towards club needs
- Good organizational skills to coordinate volunteers and club needs

##### **B. Adaptability**

- Ability to shrug off occasional "should have done it that way's"
- Need to be comfortable with approaching advertisers

## C. Creativity

- a. Once identified the target audience, able to come up with reasonably creative means of attracting those people to the event.

## 6. Working Conditions and Physical Demands

- a. Walking between buildings in all weather conditions. Expect rain and hope for wind.
- b. Will be working to deadlines.
- c. Requires close, detailed work and some time in front of a computer monitor.
- d. Will be carrying, storing, sorting, transporting, posting flyers and related on bulletin boards.
- e. Thorough proofreading and corrections.

## 7. Relation to other Committee members

### A. Works with

Program Director:	Keeping aware of events and resources
Tell Tale Editor:	Means of advertising to members
Head Fleet Captain:	Searching for special skills, etc.
Social Chair:	Frequent need of your services
Webmaster:	Means of advertising to (prospective) members
Vice Commodore:	BOTL, Instructors, others as needed

## 8. Rewards

- a. Concurrent Dues Exemption (*'initiation' fee cannot be waived*)

Ø Free Sailing Lessons

Ø Free Sailing (*With applicable rating. Not Keelboats*)

- b. One Vote on the Executive Council (*if a student*)

- c. Getting to know the diverse and eclectic group of people that make up the club...literally, from every corner of campus and beyond.

- d. Experience in the field of marketing

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## Recommended Actions:

- 1) Keep in regular contact with Program Director, Social Chair, Head Fleet Captain, Vice Commodore and others to get as much advance notice as possible.

- 2) Know the needs of the club (via the Executive Council). Do we need lots of members can we handle only a very few this quarter?
- 3) Keep a file of ideas and sample flyers or sundry ready for quick action.
- 4) See about contacts anyone in the club has for getting free PR in The Daily or other UW campus rag.

### **Metrics of Success**

- 1) Flyers up across campus by first week of UW instruction.
- 2) Regular intra-club flyers, email and web notifications of club events.
- 3) Regular and complete reports to each Executive Council meeting (*see Critical Functions above*)

*Date: June, 2001*

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