

WFFC OPERATING PROCEDURE

Number 403

Revision Number: D

Date:
Feb. 24, 2013

SUBJECT: Publicity Committee Guidelines

Jim Lemert
ORIGINATOR

RESPONSIBLE OFFICE: Secretary

APPROVAL (Resp. Officer)

AFFECTED OFFICES First Vice President

APPROVAL (President)

I. PURPOSE:

This procedure establishes guidelines for the conduct of WFFC publicity activities.

II. SCOPE:

This procedure suggests basic actions to be taken by the Publicity Committee to communicate word of the Club's activities to the general public or specific groups. Some of the events and programs that routinely require publicity are:

- A.** Classes.
- B.** Clinics.
- C.** Activities.
- D.** Projects.
- E.** Special Events

In addition, opportunities for Club publicity may occur as the result of noteworthy Club activities, programs and projects and/or Club related activities of individual members.

III. REQUIREMENTS:

A. Background: The WFFC programs and activities cannot be appreciated or sustained unless the public is made aware of them. People interested in learning the various aspects of our sport cannot find us in the Yellow Pages. To make them cognizant of the WFFC and its activities, the WFFC must rely upon the various media available to us. The WFFC must remember, however, that the media will only carry our message if they feel that it is newsworthy. Consequently, the Publicity Committee must exercise skill and good judgment in the submission of items to the media, and must prepare them in a professional manner.

IV. PROCEDURES:

A. Organization: Generally, the Publicity Committee does not require more than one person. However, the Publicity Chair may enlist other willing members to assist if it is deemed necessary or desirable.

B. Planning: The Publicity Chair should contact other committee Chairs and Club officers early in the year to identify their publicity needs and opportunities so that appropriate materials can be prepared and distributed to the media at the most propitious time. It is especially important to coordinate closely with the Education Chair regarding the fly-casting and fly tying classes. Of course, some publicity opportunities cannot be pre-planned, and must be covered as they arise.

C. Implementation: News releases should be just that: news. Usually, that means a concise recap of the essential who, what, when, where and why of the story or event. Seldom is the Publicity Committee called upon to place a feature story, although that does not mean it should not be done if an occasion arises that warrants one. We should take advantage of any legitimate opportunity to present the WFFC in a favorable light to the public, young adults, the Federation of Fly Fishers, Wildlife Department, other clubs or any other group that we wish to have think well of us, for whatever reason.

D. Media: . Suggested media include local print and broadcast news, sporting publications, the WFFC website and other websites. Follow-up communication is often required. Additional possibilities include fliers or posters at tackle shops, schools and sport shows, direct mail and email campaigns.

In addition, certain stories may be applicable to all or some of the community/neighborhood news organizations

For successful placement of major stories, personal visits should be made to the desired media. In any event we should strive to establish direct contact and rapport with pivotal media people such as news directors, outdoor editors or community calendar editors at radio and TV stations, or whoever appears most receptive to the story we wish to have run. Most important is the follow up with a phone call to assure the story doesn't get buried and/or forgotten. Quality supporting photography, video and audio can be useful.

V. RESPONSIBILITIES:

A. The Education Chair: The Education Chair shall ensure that appropriate and timely information is provided to the Publicity Chair at least 45 days prior to an event or class.

B. The Publicity Chair: The Publicity Chair shall be responsible for submitting timely and accurate materials to all appropriate media, and that the proper efforts are made to ensure their subsequent publication, broadcast and dissemination.

¹ Updated to reflect Bylaws change which removed male membership restriction. R. Rohrbeck 2/24/2013