

## **Public Relations Committee Duties**

The Public Relations Committee shall promote the campout through all means available.

This includes:

- A. Select an assistant chairperson.
- B. Work with all the committees in securing information for PR releases.
- C. Have a publicity release in every issue of the Michigander after the awarding of the campout.
- D. Have a campout registration form in the Michigander as soon as one is ready.
- E. Send the campout dates to "Camping Today" for insertion in the calendar of events.
- F. Work with the chairperson/persons making their reports at MSA meetings, to strengthen the impact of these reports.
- G. If possible, send news releases to the papers, etc. covering the campout location, informing the local citizens of our state campout and organization.
- H. Collect and file copies of releases published and campout stories published by local media.
- I. Record information on known radio and TV reporting on the campout.
- J. Work with the teen, youth and adult committees to get the winners of all contests and pageants to the Michigander and other possible media.
- K. Encourage noise parades to promote:
  - 1. Upcoming state and other campouts
  - 2. Candidates in upcoming state elections
  - 3. Royalty winners
  - 4. Any other reason
- L. Report to the campout secretary, in writing, within fifteen (15) days after the campout, the activities of the committee. This includes:
  - 1. Copies of releases sent and to whom they were sent.
  - 2. Copies of all newspaper printed material on the campout.
  - 3. Anything else that might be of interest to future campout publicity committees.
- M. Report to the campout treasure any expenses, in proper MSA format, within fifteen (15) days after the campout.