

# Public Relations Coordinator

The Public Relations Coordinator position is designed to create awareness about your chapter throughout the local business community. The Public Relations Coordinator will be responsible for providing newsworthy information about the chapter to local papers and other media. This position will be an annual term to coincide with the Leadership Team term. The Public Relations Coordinator will work closely with the Regional Communications Coordinator, various members of their chapter leadership team, and with their chapter members to full-fill their responsibilities to the best of their ability.

## Duties include:

1. Gather contacts at local newspapers and other media in which to send press releases.
2. List chapter meeting day, time, location, and contact information in the business calendar of local newspapers.
3. Send out press releases announcing your new Chapter Kick-Off (applies to new chapters only).
4. Send out press releases for upcoming Single or Joint Visitor's Day.
5. Send out press releases announcing the new Leadership Team (submit picture if possible).
6. Send out press releases announcing upcoming speakers and their topics.
7. Send out press releases announcing upcoming chapter special events.
8. Send out press releases on Notable Networkers for the month.
9. Send out press releases on awards or promotions of members in your chapter.
10. Assist the Leadership Team and Director on any public relations projects as requested.

## When published:

1. Clip and keep a copy of the article or announcement for your chapter.
2. Display the article or announcement near the Visitors Sign-In Area for increased credibility for your chapter.
3. Notify the Regional Communications Coordinator with Publication Name and Date of Publication.
4. Send a copy or a link to the article or announcement to the regional office.



## BNI PR/Communications Coordinator Checklist Overview of Responsibilities

### BEFORE the Chapter Meeting each Week

- \_\_\_\_\_ Arrive 15 minutes early to the meeting
- \_\_\_\_\_ Print the most current regional Calendar of Events from [www.WesternSlopeBNI.org](http://www.WesternSlopeBNI.org)
- \_\_\_\_\_ When a chapter event is coming soon, ask President for the appropriate time to present during the meeting