

Communications/PR/Advertising Committee functions - draft –

Final list will be updated and prioritized by the Committee. Review at October Executive Committee meeting. Don.

1. "Tell The Story - Pass It On" responsibility, Strategic Plan Number 1.
2. Update PANWTF news release schedule as needed.
3. Remind board member committee chairman and officers to write an article and/or news release when they complete a project or event and send to either Jason Straley or PR Bob Kasun.
4. Work with Jason Straley, first contact "Turkey Talk", to get more PA Chapter and Local Chapter articles into "Turkey Talk".
5. Work with PR Bob Kasun and Board members to get PANWTF news releases out on schedule.
6. Work with PR Bob Kasun and POWA distribution to cover all news media throughout Pennsylvania.
7. Work with Website Chairman to communicate informational articles, news releases, and state chapter news to local chapter distribution.
8. Distribute news worthy, impacting, informational, educational, articles and news releases from other news media sources and from state agency, conservation and sportsmen's organizations across Pennsylvania.
9. Advertising - work on sources of advertising - who we are, what we do, when we do it, why we do what we do - goal is "Tell The Story". and to help increase grassroots NWTF membership.
10. Advertising - determine, plan, and implement methods to increase grassroots NWTF memberships and banquet memberships through advertising sources, media toolkits and programs, and partnerships.