

NEW JERSEY DISTRICT KEY CLUB INTERNATIONAL



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CARING - OUR WAY OF LIFE

Public Relations Committee

From: Sam Levisay, New Jersey District Governor

RE: Committee Directives

Co-Chairs: District Editor Pat Quinn
Lieutenant Governor Division 16 David Guirgis

Members: District Webmaster Srikar Gudipati
Lieutenant Governor Division 21 Harsh Patel
Lieutenant Governor Division 17 Jae Shin
Lieutenant Governor Division 15 Darren Khong

GENERAL DIRECTIVES

1. Assign the following subcommittees and review what is to be expected by each representative (2 members each, with co-chairs taking active roles in all sub-committees):
 - a. Publicize
 - b. Inform
 - c. Promotion
2. Attend all workshops relating to Public Relations at International Convention.
3. Write articles about Public Relations for the Jersey Key and the KEYping Up when assigned by Editor Pat and Secretary Jackie.
4. Write articles about the work that the Public Relations committee is doing for Lieutenant Governors' newsletters by June 1st, 2014.
5. One chairperson must compose a brief article for the district website by June 1st, 2014.
6. Develop resources for all other committees when approached by a member from that committee.

PUBLICIZE

1. Create a PowerPoint presentation on the Regional Training Conferences and their benefits to be used by the Lieutenant Governors during Divisional Council Meetings and Officer Training Conferences. This power point must contain graphics on every slide and be informative. It should be done by May 5th, 2014.
2. Create a PowerPoint presentation on Fall Rally by May 5th, 2014 so that it may be used at the Regional Training Conferences during the general session.

3. After Regional Training Conferences, start contacting the media, including local newspapers and radio stations, about Fall Rally. Be sure that contact is made with the media by August Board.
4. Brainstorm new and unique ways to reach out to Key Clubbers and publicize about Regional Training Conferences, Fall Rally and District Convention.

INFORM

1. After every District wide event the committee must submit to the local newspaper of that town a picture and article, on the event, approved by Governor Levisay.
2. Create an informative power point presentation about Key Club and the NJ District, including information about the New Jersey District Project and the role of a district board member. This power point presentation will then be passed on to Lieutenant Governors to be used during Officers' Training Conferences, Presidents Council Meetings, and club visits. The power point must be created by the August Board Meeting.
3. Create a fun, promotional video about Key Club within the NJ District. This promotional video will then be passed on to Lieutenant Governors to be used at target schools. The promotional video must be created by the November Board Meeting.
4. Create brochures on New Jersey Key Club to supplement the presentations. Brochures must be created by the August Board Meeting.
5. Assist Lieutenant Governors as necessary with their visits to target schools to publicize about Key Club in the New Jersey District.

PROMOTION

1. Create any flyers needed by committees or Lieutenant Governors.
2. Start creating a promotional video for Fall Rally after consulting with the Fall Rally Programs committee, the executive board, and the District Webmaster. Confer with these board members while making the video. The Fall Rally promotional video must be completed by August 1st, 2014. (Please consult with Governor Levisay during the summer to arrange filming of video at Six Flags.)
3. After Fall Rally, start creating a promotional video for District Convention with the DCON Programs committee, the executive board and the District Webmaster. Confer with these board members while making the video. The District Convention promotional video should be completed by the January Board meeting.
4. Create videos/flyer/ presentations to help with any aspect of Key Club that the committee feels needs work. (ex. Key club structuring, job of LTG, what we do at board meetings etc.)

CC: District Secretary
District Administrator
International Trustee