

PUBLIC RELATIONS REPRESENTATIVE

The **Public Relations Representative's** purpose is to initiate and coordinate publicity efforts with community newspapers and/or radio stations to promote service unit and troop activities. You will also provide support to publicity generated by TIGSC Marketing Department for council wide events. The PR Rep is also responsible for promoting and upholding Girl Scouts' brand image, both internally and externally, as the premier organization that helps girls grow courageous and strong.

PR Rep agrees to:

- Become/remain a registered GSUSA member.
- Attend the one-time position training.
- Promote positive stories and events for the neighborhood and troops to local media.
- Follow up on council-generated PR efforts by identifying local angles for recruitment, Product Programs, Camp Trefoil.
- Inform troop leaders in the neighborhood that you are the contact for local publicity efforts. Work with service unit manager to develop a system for getting information about local events/activities.
- Publicize achievements of adults and girls in the service unit, notably the Bronze and Silver Award.
- Publicize adult recognition recipients - specifically the Appreciation Pin and Membership years under 50.
- Refer stories with broad impact to TIGSC's Marketing Department at least two weeks in advance.
- Provide copies of news coverage in your area to TIGSC Marketing Department.
- Have fun and maintain a positive attitude.

The Marketing Department agrees to:

- Provide position training in the fall for new PR Reps.
- Develop support materials including template news releases for council programs.
- Generate council-wide press materials for recruitment, Product Program, Camp Trefoil
- Publicize girl and adult achievements, specifically Gold Award recipients and most of the annual adult recognitions.
- Serve as primary staff support, providing story concept brainstorming, identifying media outlets, and offering feedback when requested.
- Give recognition.
- Provide evaluation.
- Promote a fun, enjoyable atmosphere of mutual respect and commitment to girls and Girl Scouting.

Volunteer Agreement

I have read the responsibilities of the Troop/Group Leader/Advisor and agree to carry out those responsibilities to the best of my ability. I have received, will read, and will refer to TIGSC Volunteer Policies which state that I will work within the framework of the council charter, our bylaws, policies, standards, corporate goals and annual objectives. I will fulfill the outlined responsibilities with no monetary compensation.

Neighborhood _____

Volunteer's Signature and date

Term: _____

Neighborhood Chair's signature and date

E-Mail: _____

AND/OR Communications Coordinator Signature and date