



JOB DESCRIPTION PUBLICITY

The duties outlined below for the Publicity or Public Relations Chair of an I.I. NCAR chapter are purposely comprehensive, and they can easily be adapted based on the needs of any chapter. [I.I. Chapter Bylaws Format](#) outlines essential duties for all elected chapter positions according to I.I. In addition, be sure to check your chapter's bylaws and standing rules.

OVERALL DUTIES

1. Responsible for promoting all chapter activities to local area media, Japanese consulates, Japanese Embassies, NCAR, local art organizations, garden clubs, botanical gardens, nearby I.I. NCAR chapters, Newcomers, and other potentially interested groups.
2. Maintains a database of the above-listed groups with names, phone numbers, and email addresses and when/where activities are covered in the media outlet.
3. Works with the Membership Chair (Committee) on targeting groups that may provide new members.
4. Issues monthly press releases of upcoming chapter activities, including relevant quality photographs.
 - a. Ensures photos reflect a balance of schools represented by the chapter.
5. Receives and responds **quickly** to all media-related inquiries.
 - a. Media outlets have very tight deadlines.
6. Aims to achieve one significant media story (print or broadcast) per season.
7. Provides a printed or digital copy of all documents/records (including all bank statements) to the new Assistant Treasurer or new Treasurer and the Historian or online depository.