

The following are guidelines sent out by the MD 24 Chair of Public Relations to the District PR Chair. Please see that these guidelines are passed along to the person responsible for PR in your club. If there is no PR person, one should be appointed. A copy of Scrapbook and Website judging criteria should have been received by you with the "Constitution and By-Laws" booklet sent out by Lion Tammie Brightwell. Clubs are encouraged to keep a scrapbook of activities. I am available for a presentation to your club. Contact me at 540-297-3519 or [delmerpat@aol.com](mailto:delmerpat@aol.com). YIL, Lion Delmer Bailey, District 24-E PR Chairperson

## OBJECTIVE

To broaden the public's awareness of Lions Clubs within the Commonwealth of Virginia during the 2009-2010 Lions year.

## GOALS

1. Encourage use of (distribution) individual Lions Club brochures, "slick" media, or novel handouts in Virginia.
2. Encourage individual Lions Clubs to publish newsletters.
3. Promote website use at the individual Lions Club level and at the sub-district level.
4. Encourage individual Lions Clubs to submit press releases to local newspapers with the goal of at least two published articles for EACH club in Virginia during the year.
5. Encourage Public Relations Programs at individual Lions Club meetings either through club public relations chairperson or Sub-District Chairpersons.
6. Promote Public Relations by encouraging individual clubs to submit articles to sub-district newsletters.
7. Promote submission of articles to The Lion Magazine with the goal of two published articles from District this year.
8. Encourage sub-District Chairpersons to promote PR at sub-district Conferences.
9. Promote the district website and scrapbook contests and encourage contests at sub-district level.
10. Encourage all Lions to wear their Lions pin or Lions logo apparel in public.
11. Make a concentrated effort to get newspaper editors and reporters to speak at local Lions Clubs meetings.
12. Conduct Public Relations Seminar at the State Convention in Roanoke in May 2010.