

**WHITE BLUFF CHAPEL
ORGANIZATION AND PROCEDURES MANUAL**

4.5.5

PUBLIC RELATIONS COMMITTEE

1/17/2011

Purpose:

The purpose of the Public Relations Committee shall be to maintain an effective means of communicating WBC activities and achievements to the WBC membership and the community at large.

Responsibilities:

- Maintain regular liaison with the chairs of all WBC committees to obtain current information on activities and determine communication needs.
- Write, edit, or approve all documents, stories, photos, or similar materials that will be presented to the public in the form of verbal information, newspaper stories, newsletters, notices, ads, publications, and web page content. Coordination with the Office Administrator is essential for covering regularly-scheduled publications, such as the weekly worship service bulletin and the e-mailed prayer lists and newsletter.
- Ensure that all WBC members and committees are aware of publicity approval requirements.
- Create and maintain an up-to-date and informative web-site.
- Assist, as needed, in writing and/or editing in-house materials.
- Update and display timely information on both the White Bluff Drive lighted marquee sign, and the exterior bulletin board at the covered driveway entrance.
- Maintain displays in the hallway glass-case bulletin board.

Administrative:

- The Chair for the Public Relations Committee is elected annually by the WBC membership in accordance with the procedures in Article 6.5 of the WBC By-Laws.
- The Chair may recruit other volunteers to assist in these responsibilities as needed (e.g., a web-page editor, outside signs keeper, etc.).
- The Chair should bring any committee policy or issue of a procedural, financial, or functional nature to the attention of the Board of Trustees for consideration.
- Obtain Board of Trustees prior approval for any unbudgeted capital expenditure over \$500.
- Keep Office Administrator informed of plans for meetings, activities, or events.
- Prepare and submit a budget request for the next fiscal year in accordance with the instructions and schedule provided by the Treasurer.

Related Documents in Organization and Procedures Manual:

[2.2 By-Laws Article 6: Board of Trustees](#)