

**WHITE BLUFF CHAPEL
ORGANIZATION AND PROCEDURES MANUAL**

4.5.5

PUBLIC RELATIONS COMMITTEE

2/1/2018

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 articles, newsletters, notices, ads, publications, and website content.
- Coordinate with the Office Administrator regarding coverage of regularly-scheduled publications, such as the weekly worship service bulletin, e-mailed prayer requests, posted announcements and website content.
- Assure that only events and achievements occurring at the Chapel, for the Chapel or supported by the Chapel receive coverage in publications maintained by this committee. Other events should be covered in non-Chapel community media.
- Ensure that all WBC members and committees be aware of publicity approval requirements.
- Create and maintain an up-to-date and informative website.
- 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 website 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.
- The Chair shall obtain Board of Trustees prior approval for any unbudgeted capital expenditure exceeding \$500.
- The Chair shall keep the Office Administrator informed of plans for meetings, activities, or events.
- The Chair shall 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](#)