**Publicity Committee: Description of Functions**

**Chair: Donn Irwin**

The Publicity Committee is ultimately responsible for putting Lakewood Rotary “out there.” We are responsible for establishing a publicized presence in the community.

The committee strives to connect with various media outlets in Pierce County—not just the City of Lakewood—for the purpose of disseminating information about the club’s projects and overall mission. These organizations, such as the Tacoma Weekly, News Tribune, and Volcano, are all legitimate publications from which we may expand the brand of Lakewood Rotary.

Additionally the committee is responsible for establishing and maintaining a Social Media presence. The medium through which that presence is to be maintained should be up to the members of the Committee

The Committee should have an established communication channel with the other Lakewood Rotary committees, as well as the Board of Directors\President, which would act as a pipeline for information. The committee needs to monitor the information, establish a protocol for the approval(s) of whatever message is to be sent, put together the appropriate outlet channels and then disseminate the information once approval has been given.

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