

**CALIFORNIA STATE FEDERATION OF CHAPTERS
GUIDELINE 16 (H)
PREPARATION AND MANGEMENT OF FEDERATIONS CONVENTIONS**

**SUBCOMMITTEE DUTIES AND RESPONSIBILITIES
PUBLICITY COMMITTEE
CHAPTER 4 APPENDIX (K)**

I Publicity Committee Duties:

- A. Publicize the convention throughout the Federation by providing articles to Chapter Newsletter Editors to be printed in their newsletters encouraging members to attend the convention. This article should include information about the hotel, facilities of the convention site and the area in which it is located. If possible, include hotel/tourist brochures.
- B. This publicity material encourages members to attend and should be addressed to the Newsletter Editor and/or Public Relations Chair of each Federation Chapter.
- C. Determine the addresses and individual or department responsible for publicizing this type of information in each newspaper (including local specialty papers, as well as city newspapers), radio station and local cable TV channels in the Convention area and adjacent locations.
- D. Provide press releases and/or public service announcements to each of those identified. The public service announcement for radio and TV stations should keep in mind that 10 seconds = 20-25 words, 20 seconds = 40-45 words and 30 seconds = 60-75 words.
- E. Due to the Convention being for NARFE members and federal employees only, the press releases should emphasize the advantages to the community of holding the Convention in the area, the community involvement of NARFE in general as well as information concerning local dignitaries who may be addressing our group. Any public announcements should encourage employees and retirees, who are non-members, to attend the seminars.
- F. **LAST, BUT NOT LEAST**, put in the pitch for NARFE membership and the valuable service NARFE performs for current federal employees and retired federal employees.
- G. Encourage Chapters in the Host District to request a personal interview with the local media. Present a copy of the Program Book, which usually impresses the editor. Even though the interview may not be beneficial for the convention, it is advertising for NARFE, and one might be able to recruit members from the exposure.

**CALIFORNIA STATE FEDERATION OF CHAPTERS
GUIDELINE 16 (H)
PREPARATION AND MANGEMENT OF FEDERATIONS CONVENTIONS**

**SUBCOMMITTEE DUTIES AND RESPONSIBILITIES
PUBLICITY COMMITTEE
CHAPTER 4 APPENDIX (K)**

- H. Invite the media to interview the Convention Presiding Officers and/or Guest Speakers, such as our Legislative Director. Biographical information on the officer and/or guest should be made available for this interview. The Public Relations Committee members should facilitate these visits by the media.

END