

PUBLICITY

JOB DESCRIPTION

The Publicity Chairperson is appointed by the Tinker Officers' Spouses' Club President. The Publicity Chairperson is responsible for publicizing all OSC activities.

COORDINATING OFFICER:

The Second Vice-President is the officer to whom you first take all questions or actions regarding this office.

COORDINATING DUTIES:

1. **FINANCIAL:** Vouchers/receipts must be given to the Administrative Treasurer for reimbursement for all expenses that are administrative in nature, however, expenses incurred as a direct result of fundraising activities should be charged to the Welfare account. Receipts submitted must be attached to the Voucher form. Once the voucher has been completed, the voucher and receipts shall be given to the appropriate treasurer before any reimbursements will be made. Advance checks can be written on occasion with the joint approval of the Administrative Treasurer and the President or First or Second Vice President. Any expenses, which exceed the amounts listed on the budget approved by the OSC Board, shall be subject to approval by the OSC President. The OSC fiscal year is 1 June through 31 May. Receipts for expenditures prior to the April board meeting are due at that time to be reimbursed. After that, only expenses incurred after that date are eligible for reimbursement. Exceptions are made at the discretion of the President.
2. **LEGAL MATTERS:** All legal questions and situations are to be filed through the Parliamentarian; the President should also be advised.
3. **ABSENCES:** If you are unable to attend a board meeting, always notify the Second Vice-President and the Recording Secretary. Failure to attend three (3) consecutive meetings without adequate reason may, after consultation with the advisors, result in replacement.
4. Arrange publicity for all OSC activities, including special events (i.e. OSC Bazaar, OSC Auction, evening functions, elections, etc.).
5. Information about the regular monthly events should be obtained each month from the Social Chairperson (menu and prices for the event) and the Programs Chairperson (information about the upcoming event's program). This information is advertised through the flyers, poster, and base message boards described below.
6. Prepare posters to advertise regular OSC events and place them in the Tinker Club foyer up to three weeks prior to the function. Posters should be removed immediately after the event. Coordinate posters and artwork for publication in the *Smoke Signal* (*Smoke Signal* deadline should be coordinated with the *Smoke Signal* editor).
7. Place news releases concerning regular events in the *Tinker Take-Off* and *The Preview*. Publication deadline for *Preview Magazine* is the 1st of every month for the following month. (i.e., February 1 for March Preview). For the *Tinker Take-Off*, the deadline is Wednesday by noon, two weeks prior to when you would like the story run. (i.e. if you want the story to be run on Friday, February 20, you would need to get the information in by noon on Wednesday, February 4).
8. Prepare posters, flyers and news releases for any special events and place them in the *Smoke Signal*, *Tinker Take-Off*, and *The Preview*, as well as in any local newspapers, as appropriate.
9. Send news releases of any events to the Services Marketing office to be placed on Tinker message boards managed by the Services Squadron. Also, send news releases to CCX for placement on the two message boards at the Douglas Gate 20 and on 29th Street.

10. Coordinate publicity with the Second Vice President or chairperson of each event. Obtain inputs for news releases from the chairperson.
11. Request photographers from the Base Photo Lab, the *Tinker Take-Off*, or local newspapers (*Daily Oklahoman* or *Midwest City Sun*) for special events for added coverage.
12. Maintain a file of publicity issued for all OSC events.
13. Purchase all materials needed to publicize events, to include poster materials, etc.
14. Coordinate with the Administrative Treasurer to receive advance payments, if necessary, to purchase materials to publicize an event.
15. Provide publicity for the April elections (only when necessary). Check with the Parliamentarian for instructions.
16. Maintain a list of people and offices on the base with whom to coordinate publicity (i.e., placement of flyers and posters, press releases for publication in *Tinker Take-Off* and *The Preview*, and information sent to base message boards). See separate document in the Publicity notebook (PUBLICTY_CONTACTS.doc).

DUTIES OF THE ASSISTANT CHAIRPERSON:

The Assistant Chairperson shall perform the duties of the chairperson in h/her absence; including, but not limited to: attend board meetings, vote at board meetings and fill the office of the chairperson should the office be vacated.

Revised 01/2012