

B. Officers: The MD chairperson shall be appointed annually by the COG. The chairperson also is a part of the MD MERLP (Membership, Extension, Retention, Leadership , PR) team.

V. Fiscal Responsibilities: A budget will be presented each year with projected dollar amounts as it relates to the PR goals and objectives.

VI. Meetings:

A. They will be called as needed at the discretion of the PR Chairperson or if requested by any committee member in order to meet the annual goals and objectives.

B. Voting:

1. To constitute an official meeting of this committee, a *quorum* shall be defined as a majority (50% plus 1) of the committee members for the purpose of transacting business.
2. Each member present shall have 1 vote on all matters.

VI. Reports: A brief report shall be given at each COG meeting, reflecting the progress and achievements as set forth in III – A, above.

General Policy Statements: (Added and dated as adopted by the COG)

1. Adopted by the Council of Governors, March 6, 1983
2. Revised, regular meeting, Council of Governors, January 24, 1993
3. Revised by Policy Manual Committee, March 9, 1997
4. Reviewed/Revised by the Policy Manual Committee, May 2002
5. Revised by the Policy Manual Committee, January 31, 2004
6. Revision adopted by COG, March 5, 2004

03/24/04 bmw

Lions Clubs International – Multiple District 36
Policy Manual
Chapter 13 - E

I. Name: Public Relations and Publicity (PRC)

II. Purpose:

- A. To maintain the highest levels of professional public relations within all clubs in the Multiple District (MD) in order to further the cause of Lionism.
- B. To establish a Public Relations (PR) plan that is effective and meets the objectives of positive publicity for the Lions of the MD.

III. Specific Responsibilities:

- A. The PRC shall present goals each year at the first Council of Governors (COG) meeting of the year. They are intended to act as guidelines for the functioning of the committee and will be reviewed during the year to assess progress in achieving said goals.
- B. **To promote:**
 - 1. all Lion service activities to Lions and non-Lions within the MD.
 - 2. public awareness of Lions projects to all non-Lions.
 - 3. harmony and teamwork while acting as a liaison between the Oregon Lions Sight and Hearing Foundation (OLSHF) and to work with the Foundation on a PR plan as it relates to needed support from Lions club members.
- C. **To provide:**
 - 1. professional public relations materials to clubs at MD level via the district PR chairs, the *Oregon Lion* newspaper or with special presentations as requested.
 - 2. assistance to all MD committee chairs with PR plans in their respective areas of responsibility in order to meet their goals and objectives.
 - 3. a campaign to support furthering the cause of Lionism.
- D. **To encourage:**
 - 1. professional application of PR practices and materials to MD committee chairs, district officers and clubs.
 - 2. clubs to increase their knowledge of a good PR plan that ultimately can lead to:
 - a. membership gain when the non-Lion public is informed about the positive effects the Lion Club has in the community, and
 - b. more effective fundraising or community service efforts.

IV. Committee Makeup:

- A. **Membership:** The committee shall be composed of the Public Relations chairperson from each of the 4 districts.