

Village Quilters Job Description

Publicity

Standard Duties of Standing Committees & Officers:

1. Outgoing Standing Committee Chairs or Officers shall turn over all books, records, files or digital files and signs/sign holders (if responsible for any) to their successors.
2. All Standing Committee Chairs or Officers shall work within the guidelines for that committee as set forth in the applicable Job Description as maintained within the Secretary's files and/or posted on the Guild website.
3. Know this job's Budget, if any; review and manage Budget, purchases and expenses. If applicable, all treasury items should be forwarded to the treasurer for handling on a timely basis such as (1) forward checks received with *Receipts Record Form*; (2) present receipts with *Expense Reimbursement Forms* for any expenditures; (3) advise treasurer of budget needs on an annual basis as requested; (4) adhere to the approved budget – if additional funds are required, prior approval by the board must be requested before incurring the expenses and (5) if you receive any donated items (monetary or hard goods) from a donor, complete the "Donations Received Report Form" and deliver to the Treasurer (note: donations of \$250 or more require a receipt to donor from Treasurer whether requested or not).
4. Attend board meetings or send a committee alternate representative or provide report to President if no representatives will attend.
5. Notify and provide designated Compliance Person with any proposed change or revision for job description as needed or when requested.
6. With respect to the retention policy, forward any original record(s) you may have to the Secretary prior to year end if it is called for in the policy.
7. Whenever possible, pass pictures or suggestions to Publicity/Historian Chairs to document activities and events in this job for print or social media.

Policy & Procedures affecting Job:

1. Review all policies and procedures for general understanding and specifically note Administrative, Financial, Retention or any other items that may affect this particular job description.

Duties & Responsibilities:

- Send pertinent information, as appropriate, for all regularly scheduled Guild meetings to these sources (or any the board deems effective): *The Village Connection*, *Channel 3*, *POA office for the Tell-events and Tell-e-gram*, *Nextdoor Tellico*, and *the POA Web Calendar*. Date, time and venue (and maybe speaker) is sufficient for most with expanded text and photo for Nextdoor and Channel 3.
- May send pertinent information (as Board deems appropriate) for other events and/or special events which the Board may wish to inform the public about which may include any other regular activity or special events of the Guild.
- Initiate and submit print articles and photos (as Board deems appropriate) to inform the public about events as appropriate for current activities and special subjects such as:
 - Guild Outreach programs – Comm Serv, QOV, Charity giving, disaster relief, etc
 - Any suggestion or request by President and/or Board for certain articles about various subjects to be published

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- Quilt show – reach out to Q-Show Publicity person to see if there are supplemental articles which can be done from this position to build background & interest aside from main Quilt Show publicity activities
- Submit as appropriate to one or more available news sources such as:
 - News-Herald and The Village Connection
 - TVPOA Communications Manager
 - Tellico Nextdoor.com
 - East Tennessee Mountain Views
 - West Knox section of the Knoxville News-Sentinel
 - The Advocate and Democrat
 - Monroe Life Magazine
- Any item requested for placement in the VQ E-Bulletin should be submitted to the E-bulletin Chair prior to the deadline on the day of the board meeting.
- Ensure that all information sent to news sources is published correctly; request corrections as necessary. Obtain posting or publishing premissions.
- VQ FACEBOOK - Post, review and oversee maintenance of the account called “thevillagequiltersofloudoncounty”:
 - Post pictures and other relevant information regarding the VQ Guild on both public page and group page as appropriate
 - Try to do often but at least once per week
 - Take pictures at meetings highlighting speakers, community service quilts, show and tell quilts, Quilts of Valor, etc.
 - May visit Bees, CS sweatshop, board or other VQ venues
 - Request photos from members
 - Share pictures with Webmaster for website if appropriate
 - Respond to questions or requests
 - Monitor comments and what other people post to gather positive feedback but also for anything inappropriate
- Verify the Summer Edition of the Village Directory has **The Village Quilters** listed with Guild email of villagequilters@hotmail.com for contact information. Be aware of the announced time frame for submitting this update if needed.
- Keep an up-to-date file of correspondence, contact persons and published articles for reference and updating here
- Work closely with Historian; pictures taken or acquired from members can be shared by both; at year end can be transferred to a CD or flash drive for Historian for use in a year end visual review
- Committee Chairs should endeavor to send pictures or information about a news worthy event or activity; however, more often, will need to reach out to key committee chairs to solicit information, take pictures or mutually plan a specific publicity article or media.

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News Sources

Channel 3

- Submit on the Channel 3 site to submit a bulletin about upcoming event -
- Lead time/Deadline is seven days prior to the first broadcast:
at <http://tellicovillagebroadcasting.org/home/submit-a-bulletin/>
or if you need to get in contact with TV Broadcasting:
at <http://tellicovillagebroadcasting.org/home/contact-us/>

TV Tell-E-Gram

- Make all submissions not later than Friday afternoon for inclusion in the next issue
- E-mail Amanda Parks with a detailed request at aparks@tvpoa.org

POA Web Calendar

- See Web calendar here <http://www.tellicovillagepoa.org/wp-content/uploads/2019/12/events.pdf>
- Send additions or any corrections to aparks@tvpoa.org
- The calendar can be filled in for as many months ahead as desired

TVPOA Communications & Marketing Director

- Beth Kuberka bethk@tvpoa.org
- Phone 458-7095

Nextdoor Tellico

- <https://nextdoor.com>

FACEBOOK

- <https://www.facebook.com/Villagequiltersofloudoncounty/>

News-Herald and The Village Connection

www.thenewsheald.com

- Send information via email to news@news-herald.net or request another method of submission by calling the POA office – paper submission forms may be available at the POA office.
- Deadline is the Wednesday noon prior to weekly publication date
- Phone: 986-6581

East Tennessee Mountain Views

- www.etmv.com
- Phone: 865-856-6463

West Knox section of Knox News

- Check the Wednesday paper or email features@knoxnews.com

The Advocate & Democrat Monroe County News

- <http://www.advocateanddemocrat.com/>
- Deadline for submissions is noon on Friday.
- Items will run as space is available and there is no guarantee items will run more than one time

Monroe Life Magazine

- <http://monroelife.com>
- info@binghamgroup.com
- Phone 865.523.5999