

# Village Quilters Job Description

## Publicity

### **Standard Duties of Standing Committees & Officers:**

1. Outgoing Standing Committee Chairs & Officers shall turn over all books, records, files or digital files or any other job asset 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:**

- Monitor The Village Quilters, Inc. **Tellico Life** account to insure accurate information. Post event(s) as appropriate (up to the limit of our paid membership level) that the Board deems appropriate for Tellico Life. (Ex: one event to post may be Quilt Show-confer with Board and Q-Show Chair)
- Verify the Summer Edition of the Village Directory has **The Village Quilters** listed with the Guild's email of [villagequiltersloudon@gmail.com](mailto:villagequiltersloudon@gmail.com) for contact information. Be aware of the announced time frame for submitting this update if needed.

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- Committee Chairs should endeavor to send pictures or information about a news worthy event or activity; however, more often, this chair will need to reach out to key committee chairs to solicit information, take pictures or mutually plan a specific publicity article or media.
- Keep an up-to-date file of contact persons and published articles for reference and updating here
- Send pertinent information, as appropriate, for any Guild activity that the Board wishes to be publicized on digital sources such as: *Channel 3, POA office for the Tell-events and Tell-e-gram, Nextdoor Tellico, and the POA Web Calendar, Tellico Life* or any other source the board deems effective for any particular activity. Date, time and venue may be sufficient for most with expanded text and photo where appropriate.
- Initiate and submit print articles and photos (as Board or committee chair deems appropriate) to inform the public about events pertaining to 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 aspects of Guild activity that Board or committee may want to be published
  - 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
- For any print submission, ensure that all information sent to news sources is published correctly; request corrections as necessary. Obtain posting or publishing permissions. Can use 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
- VQ FACEBOOK - <https://www.facebook.com/Villagequiltersofloudoncounty/>  
Post, review and oversee maintenance of the Guild account:
  - Post pictures and other relevant information regarding the VQ Guild as appropriate
  - Try to do often but at least once per week
  - Respond to questions or requests
  - Monitor comments and what other people post to gather positive feedback but also for anything inappropriate

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- Be the Guild photographer – capture the year's guild activities:
  - Take pictures at meetings highlighting speakers, community service quilts, show and tell quilts, Quilts of Valor, etc.
  - speaker classes, guild special events such as quilt shows and challenges, bus trips, luncheons, workshops and/or Bee activities
  - May visit Bees, CS sweatshop, board, QOV or other VQ venues
  - Relevant items can be posted on FACEBOOK and shared with Webmaster for posting on website if appropriate.
  - Request photos from members
- At year end, all pictures can be used to create a flash drive for a digital annual review presentation for members to enjoy. The Board can designate the viewing for either the meeting or luncheon.
- All prior History has been scanned and stored on DVD in unlocked white cabinet in Chota Room A.

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### **News Sources & Outlets**

#### **Channel 3 (this source may be somewhat obsolete since so many have streaming tv etc.)**

- 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](mailto: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](mailto: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](mailto:bethk@tvpoa.org)
- Phone 458-7095

#### **Nextdoor Tellico**

- <https://nextdoor.com>

#### **News-Herald and The Village Connection**

[www.thenewsheald.com](http://www.thenewsheald.com)

- Send information via email to [news@news-herald.net](mailto: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](http://www.etmv.com)
- Phone: 865-856-6463

#### **West Knox section of Knox News**

- Check the Wednesday paper or email [features@knoxnews.com](mailto: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](mailto:info@binghamgroup.com)
- Phone 865.523.5999