

Title: Publicity Team

Purpose: Spread the word about the organization through newsletter writing and design, photography, graphic design, and other projects.

Description of Duties: Depending on the specific position within the team, volunteers have the opportunity to write, edit, take photographs, distribute paper copies of newsletter, and track and file print, radio and television media coverage of the organization.

Qualifications: Again, these will depend on the position. Writers and editors of the newsletter and other program materials must have formidable English comprehension. No qualifications are necessary for the positions of photography, distribution and tracking and filing of media coverage.

Time Requirements:

- Writing/Editing → Write and edit articles for the newsletter each quarter and other program materials when they are produced (ex: Annual Report).
- Photography → Take photographs each season for website and print media.
- Distribution → Send out program materials such as the newsletter periodically.
- Tracking Media → When organization receives media coverage mail in a copy.

Orientation/Training: No training is necessary but the organization will discuss its needs to the Publicity Team in terms of theme, content, distribution, etc.

Benefits: Volunteers will be involved in the publicity of a non-profit and will have the opportunity for career development in writing, editing, photography and web development. The Publicity Team is responsible for all Riverkeeper public relations and will have a huge impact on the organization's goals, membership and funding.

Reporting Procedures: Volunteers will report their hours and data sheets to the Volunteer Coordinator after each period of service. Data will be recorded on the Riverkeeper website.

Location: Volunteers can do much of their work from home but will meet quarterly for newsletter planning.

Agency Contact:

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