



DuPage County Genealogical Society – Job Description

Last Update: 18-August-2012

Publicity Chairman

- A. Duties (as defined by the Bylaws).
1. The Publicity Committee includes the Society's Historian
 2. Prepares and presents to the news media notices and articles to keep the public informed of society activities.
 3. Promotes the Society through participation in selected community activities/events.
 4. Be alert for opportunities to promote the Society and genealogical awareness in the local area.
- B. Additional Duties of the Publicity Committee
1. The Publicity committee under the direction of the Publicity Chairperson disseminates information regarding the DuPage County Genealogical Society (DCGS) to various media, libraries, societies, and other groups deemed pertinent to a particular publicized event.
 2. Targeted Groups as identified in Item B#1 are defined as:
 - “various media” includes, but is not restricted to, newspapers, local television programs, genealogical newsletters, magazines, blogs, DCGS e-newsletters, and internet-based calendars of upcoming genealogical events
 - “libraries” includes both public and private libraries based in DuPage County.
 - “societies” includes contacts for local historical and genealogical societies, and all DCGS members.
 - “other groups deemed pertinent to a particular publicized event” may include groups such as DuPage chapters of the Daughters of the American Revolution, activity coordinators at local senior living centers, and all members of the local Naperville Family History Center.
 3. Press releases are generally sent via e-mail two weeks prior to an event. The year's meeting/program schedules, as well as information on the yearly conference, are sent via e-mail as soon as they are ready.
 4. Currently the Society is sponsoring fall education classes on genealogy. The Education committee will create a flyer describing the classes. The



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publicity chairperson is responsible for electronic distribution of the flyer to all targeted groups and may additionally contribute to the design of this flyer.

5. The Conference publicity involves the largest amount of time. The publicity chair is expected to participate in the overall design of the conference brochure. All targeted groups are notified of the conference as soon as the conference brochure is available. Several reminders are sent electronically in the two-month interval preceding the conference. The publicity committee is responsible for distributing copies of the conference brochure at locally held genealogical society conferences (typically at a freebie table).
6. At each monthly meeting a collection of other society brochures and newsletters, conference notices, etc may be placed for browsing by our members.
7. The publicity chair is expected to attend the Board and Conference meetings or, if the chair cannot be present, provide status information on current relevant activities to the head of those meetings.
8. A separate line item exists in the budget for Publicity. All charges against this line item are to be presented along with accompanying receipts to the society Treasurer.