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CHARTER FOR PUBLIC RELATIONS COMMITTEE

WHY IS THIS MISSION NEEDED OR WHY IS IT IMPORTANT

There will be many instances when a presenter will need to leave behind some information about California Ships to Reefs and the project. It is imperative that we have people knowledgeable about the project, in its entirety, able to speak to the press at a moment's notice, and since the press prefers talking with people in their "own backyard", we must have regional PIOs. We want to keep California Ships to Reefs & the project in the public's eye on a regular basis, so press releases and articles will be needed to accomplish this. The best way to get worldwide knowledge of California Ships to Reefs and the project, and the ships moving thru the pipeline, is thru the video documentary process. Most vessels that have been reefed in recent years have been fully documented for TV and DVDs. We will need amateur videographers to document what we have done for internal purposes.

DESCRIPTION OF WHAT NEEDS TO BE DONE

1. Utilizing the message provided by the Message Development Committee, develop and produce standardized Public Information materials to include, but not limited to ads, press releases, newsletters, articles, brochures, fact sheets/position papers, FAQs, etc.
2. Identify and train as necessary, three Public Information Officers (PIOs) from each region to field all questions about the project as necessary
3. Develop training checklist.
4. Ensure PIOs have the most recent information at their fingertips.
5. Identify publications to carry articles about the project as it moves forward and writers to create the articles
6. Recruit documentary companies to document the project & each vessel as it moves through the pipeline.
7. Identify, maintain & update a complete list of press/media (newspapers, magazines, TV, radio, etc) contacts for information dissemination as required. This will include national, statewide, regional, trade (diving, fishing, tourism, etc).
8. Recruit amateur videographers to record information we will use internally.

DEFINE SUCCESS FOR THIS COMMITTEE

1. Have standardized Public Information materials readily available for Speakers Bureau, Project Representatives, Public Information Officers, etc. to use as required.
2. Public Information Officers in each region have been identified, trained and they will have the most recent information available at their fingertips.
3. Publications to carry on-going articles about the project and those to write the articles have been identified and engaged.
4. Documentary companies to document the project & each vessel as it moves thru the pipeline have been identified and engaged.
5. A complete list of press/media contacts has been identified and is continuously updated.
6. Amateur videographers for info documenting have been recruited.

OVERALL PROJECT: For the duration

SKILLS/PEOPLE OR EQUIPMENT NEEDED TO ACCOMPLISH MISSION OF COMMITTEE

Graphic Design, Public Information, Printing Companies, Computers, persons experienced to speaking with the press/media, reporters