



Public Relations

Responsibilities

- Regularly attend local program management team meetings.
- Obtain permission and receive training for the use of the SOPA database
- Maintain and increase public awareness and support for local program.
- Develop public relations materials specific to your local program.
- Build working relationships with local media.
- Oversee the development of a local program Social Media opportunities
- Ensure that the program has a presence on the internet.
- Assist in establishing a local program Public Relations Committee and serve as Chairperson.
- Present a public relations budget to be reviewed and approved as part of the local program budget.

Reporting Requirements

- Public Relations Portion of the Annual Program Budget

Local Program Additional Needs: