



VOLUNTEER PUBLIC RELATIONS/ MEDIA COORDINATOR

VOLUNTEER POSITION DESCRIPTION

Kentucky 4-H Program
The University of Kentucky Cooperative Extension Service
The University of Kentucky

POSITION TITLE:

Volunteer Public Relations/Media Coordinator

TIME REQUIRED:

2-3 hours per month, from January 1 - December 31

LOCATION:

_____ County and within _____ Area

GENERAL PURPOSE:

- + Serve as liaison between county Extension office and local media sources
- + Inform media of all 4-H activities and events

SPECIFIC RESPONSIBILITIES:

- + Provide updated pictures and articles to local paper
- + Secure proper releases to publish photographs in paper
- + Provide monthly public service announcements for local radio stations or newspaper to promote or highlight an upcoming event
- + Write and distribute agent's approval 4-H newsletter to target audiences 6 months to a year
- + Formulate a plan to coordinate 4-H calendar of events and activities
- + To keep community informed
- + Recruit additional volunteers

QUALIFICATIONS:

- + Must complete the Volunteer Application process and be approved by the Youth Protection/Risk Management Committee.
- + Have knowledge of local media sources

- + Past public relations experience helpful, but not necessary
- + Ability to communicate verbally and/or in written form
- + Ability to organize information and materials
- + A willingness to become familiar with work, philosophy and guidelines of the University of Kentucky Cooperative Extension Service , KY 4-H programs and county 4-H programs

BENEFITS:

- + Extension will provide appropriate materials, newsletter and dates of activities for media
- + Professionals will be available to consult volunteers on a one to one basis
- + Recognitions and awards will be given to volunteers
- + Use of office machines

SALARY:

Unsalariated; Volunteer.

MENTOR/SUPERVISING PROFESSIONAL

County Extension 4-H professional(s)/middle manager

NAME:

ADDRESS:

CITY, STATE, ZIP:

PHONE:

FAX:

E-MAIL: