WALLY BYAM CARAVAN CLUB INTERNATIONAL
INTERNATIONAL RALLY COMMITTEE JOB DESCRIPTION

COMMITTEE NAME:	**Rally Public Relations**	COMMITTEE #:**170**
RESPONSIBLE TO:	President	AREA: I
EFFECTIVE DATE:	November 2018	

RESPONSIBILITY:
Prepare and plan all publicity for the International Rally including Blue Beret articles promoting the Rally site, events and information to members; articles for the Rally Committee to use in the communiques to the rally attendees; and articles for outside News Media.

COORDINATE WITH:
International Rally Committee members, Rally manager, Copy Center, and Headquarters Blue Beret Editor.

SPACE ARRANGEMENT:
Rally Information/Publicity location for meeting with members of the local media. Space should have internet connectivity.

EQUIPMENT NEEDED:
Chair to provide own computer.

SUPPLIES NEEDED:
News Media Kits and Press Releases. Copy Center can make copies.

COMMITTEE REPORTS:
Provide the Rally Committee final report to Copy Center by day before end of rally.

GENERAL OPERATING PROCEDURES:

1. Prepare and plan, in conjunction with the Rally committee, all publicity for the rally. Publicity to the WBCCI members is handled through the "Blue Beret", on-line websites, Facebook and other electronic media as deemed necessary by this committee.
2. Prepare a Rally and Club History fact sheet for Club officers being interviewed and members of the media onsite (separate document from press kit).
3. Maintain a Rally Information/Publicity location on the grounds.
4. Direct members of the press, radio and TV to enter at the main gate.
5. Make arrangements at the main gate entrance for all people with press passes to be admitted and taken to the publicity location, remembering at all times that these people are asked to come.
6. Prepare News Media Kits and News Releases and have sufficient copies available, along with back copies of the *Blue Beret*, to hand out to those requesting them.
7. Invite media to the rally in the form of press releases, media alerts, personal contact and/or social media direct messaging.
8. Arrange with WBCCI members for radio, TV and newspaper interviews as requested and have them on standby. Try to pick interesting people, such as oldest members, charter members, ones traveling the longest distance by RV, owners of historically significant or unusual/noteworthy Airstreams, and ones who have not been interviewed several times.
9. Attempt to secure Newspaper delivery to the International Rally site.
10. Inform the press of the arrival of the Vintage Caravan, interesting rally happenings, community services, etc. Report on numbers of RVs and respond to PR needs.
11. Assist guests touring our facilities.
12. Recruit a person to be responsible for acquiring two complete sets of all news items pertaining to the rally:
    a. These may be in the form of copies of the news articles.

b. One newspaper print copy of all news items will be put in a scrap book for the International President.
c. One copy of all articles which is forwarded to Headquarters, for the Historian for retention in his/her files.