

# SONC Local Committee PR & Education Chair



The Public Relations & Education Chair is an individual that is responsible for developing and implementing activities, materials and media opportunities that will increase community awareness of the Special Olympics movement, and promote the capabilities of people with intellectual disabilities. As with all management volunteers, a volunteer screening form and background check must be completed.

## Minimum responsibilities:

- Recruit, screen and train new members of the Public Relations & Education Committee
- Adhere to SONC specific and SOI policies regarding sponsors, language guidelines, use of logo and credit line
- Communicate regularly with committee members, Local Program Coordinator(s), media and the community
- Ensure that an annual Public Relations and Education plan is developed, approved by the Local Program Coordinator, and that it is implemented
- Ensure the recommended duties of the Outreach Committee are delegated to its members
- Evaluate committee members' service annually to determine if continued membership is recommended, and if increased responsibility should be given, or if they should be removed from the committee or re-routed to another position
- Evaluate competition plans, goals and objectives annually
- Submit a final report to the local coordinator to assist with the completion of the local accreditation document
- Ensure promotional activities are in place for local games and activities
- Utilize any public education campaign materials developed by SOI in conjunction with SONC specific materials
- Oversee all aspects of media relations for local games and events

## Additional potential responsibilities:

- Oversee social media outlets run by the local program, or help to create them if they don't exist
- Build and maintain relationships with local news media outlets, working to make Special Olympics coverage as common as coverage of local high school sports
- Educate members of the community about intellectual disabilities, the
- Attend training, competition, fundraising and social events
- Be the representative for the local program, willing to be interviewed by radio, TV or newspapers