

SANTA CRUZ MOUNTAINS ART CENTER  
9341 Mill St. Ben Lomond, CA 95005

POLICY FOR JOB DESCRIPTION FOR PUBLICITY CHAIR  
DRAFT

1) JOB DESCRIPTION:

- a) The Chair of the Publicity Committee presides over Publicity Committee meetings and disseminates publicity information about the Center's activities, and reports to the Board of Directors concerning Publicity activities.
- b) The Chair of the Publicity Committee is responsible for adhering to the Santa Cruz Mountains Art Center's Mission Statement, Articles of Incorporation, By-Laws and Policies as may be prescribed by law.

2) DUTIES:

- a) Schedule and oversee Publicity Committee meetings, Publicity Committee member selection, and Publicity Committee duties.
- b) Keep regular minutes of committee proceedings, (should include date, time, attendees, agenda, resolutions and recommendations), file minutes with the corporate records, and report the same to the Board as necessary.
- c) Arrange for the timely dissemination of publicity about Art Center Special Events, gallery exhibitions, Opening Receptions, and Classes

3) RESPONSIBILITIES:

- a) Press Release Information: Concise descriptions of Events, Exhibitions, Classes, sent via email, FAX or mail to news agencies as appropriate. See Cultural Council Media Kit. Work with the Calendar publisher to insure information being listed is consistent with Press Release information.
- b) Work with the Events, Curatorial & Education Committee Chairs to develop articles and press release information. Provide newsworthy articles to local news agencies; a "review" or "preview" of an event, exhibition or class, including a photograph if possible.
- c) Review all flyers, posters, advertising for correctness prior to printing/release. Information released must have Cultural Council Logo & "Partially funded by a grant from the Cultural Council of Santa Cruz". If also funded by another grant, i.e., Rotary Club, their logo and statement must be included.
- d) Advertising funds for special events or classes must be approved by the Board of Directors.