



Elks State Training Public Relations Committee Overview

Presented by:



Public Relations Committee Overview

- Committee Focus
 - Exalted Rulers should:
 - Make sure to appoint a Public Relations Chair
 - Look for the person who always has a camera at the local lodge functions as potential chair
 - Become familiar with Public Relations Page: <https://www.elks.org/grandlodge/pr/>
 - Public Relations Chairperson should:
 - Understand pictures guidelines – no smoking, drinking, checks
 - Attend lodge all functions
 - Write function summaries
 - If appropriate send to community media – tailor to local news sources 1st, Elks magazine guidelines 2nd
 - Focus on your local press outlets
 - Criteria for Elk Magazine
 - No checks
 - No alcohol
 - No smoking



Public Relations Committee Overview

- Current Focus Areas
 - 150 Year celebration – get invitations out to media / dignitary early
 - Develop relationships with local media contacts
 - Any upcoming Local Lodge events
 - Any upcoming Local Lodge community activities
- Chairperson Scott McKnight