

OCSS Publicity Guidelines

Publicity Purpose:

To make the general public aware of our existence, to increase membership, and to foster the purposes of the Sierra Club by encouraging the participation of singles in Sierra Club activities. **General policy statements or comments concerning political issues or conservation issues that the Sierra Club supports or should support are not allowed under these guidelines.**

Guideline Intent:

This guideline is intended to provide an orderly and well defined method for OCSS leaders/hosts to request publicity and to receive approval. In this manner, OCSS can make the general public aware of our existence and encourage new membership. Therefore, it is suggested that any publicized activity have available OCSS membership applications, Sierra Club membership applications, newsletters to hand out as well as be prepared to accept OCSS membership fees. It is also intended that by following these guidelines, the activity publicized will make a favorable impression with the public and help increase our membership.

Publicist Responsibilities:

1. The "OCSS Publicist" or his/her designated representative shall be responsible for publicity in newspapers using the free community service listings, paid ads when approved by the Management Committee, or other forms of advertisement that might be available.
2. The Publicist is also responsible for compiling and maintaining a master list of these newspaper listings along with their deadlines, format requirements, and the lead time before the event. These listings may be found in many newspapers in the Singles Section, Entertainment Section and the Sports Section. In order not to abuse the privilege of using these free listings, a limited number will be allowed a month.
3. The Publicist shall plan and recommend an ongoing OCSS general publicity campaign as well as any special publicity campaigns that may be deemed necessary.

Procedures:

1. Anyone wishing to publicize an activity must submit a request to the Publicist. If the request is approved, the Publicist will edit and submit the activity to the appropriate person at each newspaper. The Publicist will not submit an activity unless the leader/host makes a request (except for the Monthly Potluck and general OCSS publicity). All activities to be publicized must have prior approval for listing in a Sierra Club publication and must be listed before the event occurs.
 2. If any publicity is requested that costs OCSS money, the expense must be charged to that activity's expenses. If an OCSS membership promotion or other similar publicity is requested that costs OCSS money, the Management Committee must approve the publicity as well as the cost.
 3. Initially, all publicity requests must be approved by the Management Committee before hand. Once the system has been proven, the Publicist can approve any request along with the Conservation Chair and/or the Outings/Safety Chair when appropriate.
- **Monthly Potluck:** A generic description of the monthly potluck should be distributed to the newspapers each month. This should include the time, location, cost, and possibly a contact phone number. If the speaker or the topic is known, this information should also be included.
 - **Conservation Activities:** The Conservation Chair must approve any publicity concerning conservation to ensure that the activity is supported by the Sierra Club before it can be submitted.
 - **General Outings & Social Events:** Any event to be publicized must be listed in a Sierra Club publication before the event occurs. Therefore, arrangements for this Sierra Club listing should be made before submitting the event to the Publicist.

In addition, the leader must be prepared to handle an unexpectedly large crowd. This might entail providing extra leaders, planning an activity that can accommodate a large crowd without becoming unsafe, unenjoyable, or unmanageable. Requiring reservations might also be used to prevent an activity from becoming unmanageable. It is the responsibility of the leader/host to ensure that the activity can be managed and led safely.