

Operations Workbook 29 – Publicity Committee
(Reviewed – March 2013)

The Chairman of the Publicity Committee is a member of the Executive Committee and attends meetings of that committee, which normally take place on the first Monday of each month. The Chairman also attends the Chapter's monthly luncheon meetings. The Publicity Committee focus will be as follows:

1. The Chairman develops a program to inform the following of newsworthy St. Petersburg Area Chapter, MOAA activities and most often this is done by posting items to the Chapter Website:

- a. MOAA National Headquarters
- b. Florida Council of Chapters
- c. Florida West Central Area Vice President
- d. Appropriate news media.
- e. Appropriate legislators, business leaders and civic leaders.

2. The committee monitors club activities to enhance and report newsworthy actions; and contacts organizations listed above to promote newsworthy events.

3. The Chairman prepares routine written news releases for local media on the first of each month announcing scheduled luncheon meetings, and makes timely mailings. See sample news releases attached.

4. For special news events, such as prominent speakers or presentation of the club's special project funds, the chairman prepares written releases and notifies TV news contacts as appropriate.

5. The Chairman maintains a list of media contacts to carry out the functions described in this Operations Workbook sheet. A partial list includes:

BeachLife. Pati Masini, Publisher/Editor. P.O. Box 66289, St. Pete Beach, FL 33736-6289, 367-9538. Fax 954-0032. Deadline 2nd and 4th Tuesdays. pressrelease@beachlifefl.com

Tampa Bay Newspaper Publications (Seminole and North Beaches). Julie Richardson, "Calendar." 10621 117th Drive North, Largo, FL 34643, 397-5563. Fax 397 -5900. Publishes Thursdays. editorial@tbnweekly.com

The Gabber. Ken Reichart, Publisher/Editor. 1419 49th Street South, Gulfport, FL 33707, 321-6965. Fax 327-7830. Deadline 1200 Monday for publication Thursday. news@thegabber.com

Island Reporter. Betsy Judge, Editor. "7 -Day Planner (Friday through Thursday)," 123 108th Avenue, Treasure Island, FL 33706. 367-2646. Fax 631-4730. info@theislandreporter.com
Deadline noon Tuesdays. (Send new release only when info changes.)

Senior Voice. Evan Gold, Editor. "Senior Happenings", 18860 US Hy 19N, Suite 151, Clearwater, FL 34624, 536-1827. Fax 813-444-1011. Monthly, deadline 15th. info@seniorvoiceamerica.com

Neighbornews Alan Napler, Editor, publishes monthly, 1st of the preceeding month. Fax 943-055. newspaper@hughes.net

Clearwater Gazette & Beach News Charles Pollick, Editor, fax 461-5659. pollicks@aol.com

Lifestyles after 50 Janice Doyle, Editor, fax 813-651-1989. Monthly, 1st of the preceeding month. janice@lifestylesafter50.com

Paradise News fax 382-6888, 1st of the preceeding month. info@paradiseneewsfl.com

Tampa Bay Times. Deadline 2nd Friday for publication final Sunday of month. Call 893-8838 for copies of form "The Times City Calendar." Form can be filled out on line.

WFLA-8	461-5835, fax 225-2770 news@wfla.com
Chanel 9	fax 329-2278 neighborhood@baynews9.com
WTSP-10	577-1010, submit on line
WTVT-13	870-9630, fax 871-3135news@wvt.com
WTOG-44	576-6397, fax 576-3942

For Special Project and other volunteer news:

Not friendly with anything military.

Catherine Flaherty, "Focus on Volunteers" c/o City Desk

Tampa Bay Times

P.O. Box 1121

St. Petersburg. FL 33731