

Information Notes for the Publicity Officer

What does the Publicity Officer do?

In order for the Club to be promoted successfully, it is essential that there is someone who can communicate information effectively. This means writing newsletter reports and other publicity articles, e.g. for the 'Worcester Evening News' when required, as well as producing advertising material, e.g. posters, that can be used all year round to promote the Club, as well as to advertise specific events.

Writing articles for publication

'Saucy Worcestershire' is the WFYFC newsletter and is produced bi-monthly for all members and supporters. This gives you the opportunity to include any information that may be relevant to promote your Club or inform others of things you have been up to or are planning to do e.g. Club trips or future charity projects. Articles for the newsletter should be forwarded to 'news@worcsyfc.org.uk' by the specified date for each edition and should include photographs where possible.

WFYFC gains fortnightly coverage in the weekend 'Country News' supplement included in the 'Worcester Evening News'. This again gives you the opportunity to publicise your Club to an extended local audience. Each Club will be given a date for when their news can be included but any articles forwarded will be kept and used when possible, so it is always worth a try! Articles should be forwarded for inclusion in the same way as for the newsletter.

'Ten 26' is the National Federation of Young Farmers Clubs [NFYFC] quarterly publication and is sent to every member across the country. Again, this provides a good opportunity for you to publicise your Club and any articles intended for inclusion should be sent in the usual way and will be forwarded to the relevant person on your behalf.

If articles have already been written for the above publications, it is worth thinking of others where they could be included. Examples may include the local parish magazine or, if the report concerns a charity project, a publication produced by the charity for which you have raised money.



Producing advertising material

It is always advisable to display recruitment posters in the local area to try and encourage membership as well as advertising any events that the Club may be organising, e.g. disco's, race night's, auction of promises etc.

Any advertisement should contain:

- The date and time of the event (if applicable)
- The venue
- A contact name and telephone number for further information
- Cost (if applicable)

Remember

YFC generally has a bad name within the public eye. It is important to remember that it is your responsibility to ensure that anything good you and your Club do is publicised so that YFC is promoted in the best way!

Always try and include the important bits of information for anything that you produce:

- What the Club has done or are going to do
- When the Club did it or are going to be doing it
- What was or will be achieved, e.g. individual skills gained, amount of money raised for charity etc.
- How much fun the Club had or will have!
- Try and include photographs whenever possible - digital photographs are best but printed photos can be scanned and used

The Final Word

If you get stuck or just need some help or advice, no problem, just ask someone. Other than that:

Good Luck!

