

# Guild of Devonshire Ringers



## Guild Publicity Officer

The Guild Publicity officer role covers two main areas :

### Contact with external media

- Being proactive: contacting Devon-based publications, radio and TV with human-interest ringing stories, where there's an interesting angle or spin.
- Being responsive: as local media contact you, when ringing is in the national news. Perhaps being interviewed over the phone, arranging to meet a journalist at a tower, or just emailing information.

### Helping Guild towers 'do' local publicity

- Providing advice to towers on open days and recruitment.
- Highlighting publicity developments and opportunities from the Central Council, ART, Heritage Open Days etc.
- Regularly drawing members' attention to Guild publicity resources, as detailed on the website, (eg bring the display boards to Guild events), lending out the boards and materials when requested, and updating some of the material on the display boards annually. A budget is available but will need to be agreed with the Guild Treasurer in advance of any expenditure.
- To promote and assist with administration of the Guild social media presence, including:
  - Continuing to grow the Facebook group into an active place to which Guild members go to share information, pictures, videos and ask questions, with the aim of inspiring each other.
  - Keeping the Facebook Page updated, which is outward facing to the public.
- Encourage all towers to use their local social media to 'drip feed' ringing snippets to their town or village, to let the public know we are a welcoming community activity open to all.

Lynne Hughes.

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