

MEDIA RELATIONS CHARTER

Purpose:

- * To educate others about Peace Corps and the countries in which volunteers have served
- * To increase global awareness on the part of the American public
- * To present Peace Corps service as an option, with emphasis on increasing diversity within the Peace Corps
- * To develop NorCal members' skills in telling of their Peace Corps experiences
- * To promote NorCal events through media coverage
- * To find "lost" RPCVs by spreading the word about NorCal and the NPCA
- * To bolster Peace Corps recruiting efforts by publicizing the Peace Corps name

Duties and Responsibilities:

- * Coordinate and recruit participants for Peace Corps Week activities with the Peace Corps San Francisco Regional Office (SFRO) and www.peacematch.org
- * Track presentations made by NorCal members, develop evaluation tool and obtain feedback from schools and groups
- * Write and distribute press releases, public service announcements, etc. about NorCal events both before and after they occur
- * Use NorCal communication channels to let NorCal members know how they might help in the PR effort
- * Work with SFRO PR officer in identifying topics for stories or press releases about local PCVs currently in the field
- * Prepare an annual written report for the Annual General Meeting