DUTIES OF REPORTER/VP OF PUBLICATIONS

1.) Gather news to use in the school newspaper, local paper(s) and state newsletter (Colorado Comments).

2.) Send out news releases while they are still "news."
   A. All news releases should be released within 24 hours of the event.
   B. Put news releases out in advance of the event when at all possible.

3.) Develop a positive working relationship with key media personnel.
   A. Contact media with information promptly
   B. Maintain a list of media willing to carry your organization’s National and State Organizations.

4.) Provide articles of interest to your vocational Student Organization’s State and National offices.

5.) Work closely with the state VSO personnel on statewide publicity campaigns, especially on Vocational Education Week!

6.) Bring out the good in people (remember we are not 20/20)!

7.) Tell the truth, the whole truth; don’t throw in little kicks just for the fun of it!

8.) Last but not least—have fun and don’t consider reporting a chore, consider it a hobby!