



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 POITIVE 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!**