

## JANUARY 24, 2010 . 27-D1 Cabinet Meeting Report

### PUBLIC RELATIONS

*submitted by Lion Jodi Burmester*

#### MD27 Lions In Sight PR Grant

- \$20,000 grant received from LCI
- Running 1/17 - 1/30
- Radio & TV stations statewide
- Press Release sent 1/8/10 to newspapers statewide (dailies and weeklies)
- Not too late to contact your local newspapers/radio/TV stations to raise visibility about what your club does.
- **All Clubs** need to complete either the online *Lions in Sight* survey at: [www.surveymonkey.com/s/wilionsinsight](http://www.surveymonkey.com/s/wilionsinsight) or the printed version in the February Wisconsin Lion by 2/15/10. These results will play an important role in our report back to LCI.

#### 27-D1 Matching Grant

- First round of endorsements ran on WTDY & Magic 98 from 10/26/09-11/20/09.
- WTDY on air interview on Mon., November 9th - DG Rick & Jodi approx. 45mins
- Second round of endorsement to run on WTDY & Q106 from 3/1/10-4/23/10.
  - 3/1-3/12 spots will support the GMT Extension Team's efforts to start a new club in Madison; will include message to contact your local Lions Club to get involved in your community
  - 3/15/10-4/23-10 spots will again support general image, Lions Camp, eyeglass collection, Lions Cornea Express and support your local Lions Club's upcoming activities/fundraisers (2 weeks).

#### On-Going PR Support

- The message is starting to sink in... I have received requests for PR assistance from a couple of clubs in the past month or so.
- Continue to encourage clubs to build relationships with their local media and promote what they are doing. Ongoing PR is an important component to healthy clubs.
- Spread the word to all clubs that I am willing to assist them in their PR efforts. Contact me at [jodi.burmester@gmail.com](mailto:jodi.burmester@gmail.com) or 608/444-9123.