

# VOLUNTEER PUBLIC RELATIONS/ MEDIA COORDINATOR

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## **VOLUNTEER POSITION DESCRIPTION:**

Kentucky 4-H Program  
The University of Kentucky Cooperative Extension Service  
The University of Kentucky

## **POSITION TITLE:**

Volunteer Public Relations/Media Coordinator

## **TIME REQUIRED:**

2-3 hours per month, from January 1 - December 31

## **LOCATION:**

\_\_\_\_\_ County and within \_\_\_\_\_ Area

## **GENERAL PURPOSE:**

- Serve as liaison between county Extension office and local media sources
- Inform media of all 4-H activities and events

## **SPECIFIC RESPONSIBILITIES:**

- Provide updated pictures and articles to local paper
- Secure proper releases to publish photographs in paper
- Provide monthly public service announcements for local radio stations or newspaper to promote or highlight an upcoming event
- Write and distribute agent's approval 4-H newsletter to target audiences 6 months to a year
- Formulate a plan to coordinate 4-H calendar of events and activities
- To keep community informed
- Recruit additional volunteers

## **QUALIFICATIONS:**

- Must complete the Volunteer Application process and be approved by the Youth Protection/Risk Management Committee.
- Have knowledge of local media sources
- Past public relations experience helpful, but not necessary
- Ability to communicate verbally and/or in written form
- Ability to organize information and materials
- A willingness to become familiar with work, philosophy and guidelines of the University of Kentucky Cooperative Extension Service, KY 4-H programs and county 4-H programs

## **BENEFITS:**

- Extension will provide appropriate materials, newsletter and dates of activities for media
- Professionals will be available to consult volunteers on a one to one basis
- Recognitions and awards will be given to volunteers
- Use of office machines

## **SALARY:**

Unsalaries; volunteer. This position does not imply employment with the University of Kentucky

## **MENTOR/SUPERVISING PROFESSIONAL**

County Extension 4-H professional(s)/middle manager

NAME:

ADDRESS:

CITY, STATE, ZIP:

PHONE:

FAX:

E-MAIL:

*"I have read, understand and agree to fulfill the purpose and responsibilities of this volunteer position and further agree to accept guidance and direction from the supervisor. I am committing to involve individuals regardless of race, color, age, sex, religion, disability or national origin in educational experiences in cooperation with other Extension volunteers and Extension personnel. I also understand that failure to fulfill the purpose and responsibilities of the volunteer position and to accept guidance and direction from the supervisor could result in suspension of my position. I also understand that this volunteer position is renewable annually; I will notify the supervising professional if I am no longer interested in serving."*

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Signature of Volunteer

Date

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Signature of Extension Professional

Date

### **Cooperative Extension Service**

Agriculture and Natural Resources  
Family and Consumer Sciences  
4-H Youth Development  
Community and Economic Development

### **MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT**

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University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.  
Lexington, KY 40506



Disabilities  
accommodated  
with prior notification.