

FIRST Public Relations Roles and Responsibilities

Revision 2

Public Relations Committee

Bob Finnerty, RIT
Clint Lewis, Bausch and Lomb

PR Responsibilities

Need to attend all Wednesday, Committee Meetings to gain a good understanding of the entire event from all aspects of its development.

Kick-off, January; Regional, March; Championship, April.

These responsibilities surround the entire event from January – December of a given year.

Kick-off Event – January (new location determined each year)

Attend Kick-off to gain an understanding of what happens at the Kick-off, what the Game will be for that year, hear the pitch and get involved right from the start.

In conjunction with the hosting facility:

Prepare a media advisory announcing the event, if appropriate.
Prepare a release announcing the event, if appropriate.
Prepare a Thumbs Up to thank the hosting venue, if appropriate.
Determine if there is a photo op with the kids getting their kits for media.

January through March (prior to event)

Design of a *FIRST* Finger Lakes Regional Program Book Insert that coincides in style with *FIRST* National Program Book and provide pages for inclusion in the *FIRST* National Book

National Book pages that need to be submitted include:

- *Creating Welcome letter from Finger Lakes Regional Chair, includes their photo. (written by chair) with PR edits*
- *Get Involved Template, Finger Lakes Regional*

- *Provide Listing by sponsorship category all Regional sponsors for the Finger Lakes Regional*
- *Judges Overview*, these pages require attaining biographies about participating Judges and then editing, reviewing and rewriting if necessary to stay consistent and conform to AP style format. (Rick Bryant, Xerox acquires draft bios)
- *Get Involved Template, Finger Lakes Regional*

Finger Lakes Regional Program Book Insert:

This insert is designed to include additional/updated information and is handed out at the Regional event for all spectators in conjunction with the *FIRST* National Program Book. Sections include:

- *About the Finger Lakes Regional*, who we are, our sponsors, our graphic designers, photographer and National Anthem singers.
- *Finger Lakes Regional Social* details(if affordable) (content provided by RIT)
- *Committees/volunteers*, this page requires gathering all information about the supporting individuals in various roles and committees supporting this Event. (Bill Scarborough can provide names)
- *About RIT*, this page is written by RIT staff about who they are.
- *RIT Campus Map and details about the school* (provided by RIT if appropriate)

In the past the photographer used is Ken Huth, of Rochester, NY. He can be reached at ken@huthphoto.com

Finger Lakes Regional Event – March (RIT, Gordon Field House)

Prior and during event:

A month to six weeks prior to the March event:

Work with both the Democrat and Chronicle and Rochester Business Journal (that is if they provide in-kind monies to this event again) to prepare full or ½ page Ads about the *FIRST* Robotics Competition. The ads need to consist of all the local team names, numbers and schools, the what about *FIRST*, the where and when, action photos, sponsor names, information on how to become a sponsor, quotes from students, mentors, principals, etc. These ads are published right before, during and after the event.

The ad created after the event, highlights the winners and awards presented.

Contacts:

Democrat and Chronicle – Cunningham, Mike MCUNNING@rocheste.gannett.com
Rochester Business Journal – Ed Fowler at production@rbj.net

You also need to provide the papers the links to the *FIRST* sites, and contact names for inclusion in the ad:

www.firstrochester.org
www.whyfirst.firstrochester.org
ron_borden@bausch.com

Write Media advisory about the What, How When, Where, and Who of the FLR Event. This needs to be sent out a couple days prior to the March competition to all local media, radio, TV and newspapers.

Need to copy in all PR representatives to give them information for their company websites to help make employees aware of event.

Pitch a story to the D&C, and RBJ to see if they would do a focus story on the whole event. Wolfe Publications have been suggested to the teams to promote in their hometown team stories, still an opportunity to promote the entire event and not just a town team.

At the two-event, escort media, set up interviews with Teams, FLR chair, etc.

Championship April in Atlanta

Depending on whether or not our local teams from the Rochester area Win Big in Atlanta we may consider a release announcing this activity. So far we have not had to do this since they have not placed high in the Championship. But would need to follow up on the awards the local teams did receive in case the local sponsors, Xerox, B&L, RIT, Gleason, etc. their teams need to be highlighted on their company websites.

Additional PR responsibilities:

PR is responsible for designing and distributing all the PowerPoint Thank You slides of all Sponsors donating to the event and submitting to Edward Romanita prior to the day of show for slide show presentation at event.

Edward Romanita@cs.com

PR is responsible for making all the media badges for the event.

PR is responsible for assisting the VIP committee in inviting and planning the VIP breakfast at the March event.

PR is responsible for hiring the photographer to shoot the two day event, managing billing, ordering of CD's for all appropriate recipients. Ken Huth has been hired in the past and his contact information is, ken@huthphoto.com

Hire a videographer if needed.

Steve Grey is one contact for videoing: ideas@rochester.rr.com

PR is responsible for coordinating the remarks for Opening and Closing Ceremony speeches for all the company executives. Work with PR reps from each company. Make certain talk tracks are similar in messaging and not redundant in text. Template provide to you by Ron Borden.

PR is responsible for hiring singer for the National Anthems song at event. Individual needs to be able to sing American and Canadian anthems. We have used Danielle Colombo in the past and she is still willing to participate. She can be reached at jcolombo@rochester.rr.com . Her father manages her schedule. His name is Joe Colombo, 585-671-0060. **She was paid for her services, \$150.**

PR also works with Steve Grey, from I.D.E.A.S., Ron Borden on the www.whyfirst.firstrochester.org website to provide design, content, photography and input in the creation and on-going updates to this site.

PR is also responsible for overseeing content of FLR website for content and consistency. Harvey Metter at Harvey.Metter@xerox.com manages site.

-XXX-

REVISION:

- 1 - Original
- 2 -
 - * Edited PR Committee names
 - * Updated program book section regarding what should be included in both the National Book and Finger Lakes Regional Book content
 - * Updated Democrat and Chronicle contact information for ad
 - * Updated contact information for Power Point slides

06/13/07