Waterman Alumnae Group Job Descriptions – Standing Committees

**Publicity**

Publicity is responsible for "getting the word out" about Waterman through print and social media, encouraging members to be in touch with their friends and associates by promoting Waterman and inviting them to become members. This has seemed to be the most effective way of "publicizing our mission" and increasing our membership, now at maximum capacity.

We contact local publications for inclusion in their *Happenings/Events Sections*, i.e. ***The Ann Arbor Observer, MLive/ A2 News, several UM publications, such as the UM University Record,*** inform writers and/or editors about our website, and make sure the website is up-to-date. We distribute and share literature about our lecture series to groups in Ann Arbor with UM connections whose members might be potential Waterman members.

In addition, we notify radio and TV stations, when appropriate, to schedule interviews

with upcoming speakers or our board members to share information about Waterman.