

## **HBG Program Chair**

Mc Post Jan 2019

### **Purpose of Position**

- To provide monthly programs for the public that are inspiring and educational;
- To direct the Program Committee; and
- To appropriately delegate activities related to monthly programs to committee and other Group members.

### **Responsibilities**

#### **Schedule Program Presenters**

- Identify and invite program presenters. One good source is to solicit suggestions from HBG members. Try and be recruiting for 3 or 4 months in the future.
- Coordinate details with presenters well in advance (at least 2 months is recommended). Obtain a title, brief 1 paragraph description of their presentation, a few photographs for advance publicity purposes (see Publicity below).
- Determine beforehand whether they will bring their own laptop and what type of adapter is needed.
- Send a reminder to the presenter a week or 2 before their presentation.
- If they are traveling a long distance it might be nice to offer dinner before the program, a place to stay if needed, some travel expenses.
- Regular Annual Programs: March – Outings Program Preview; July – no program; August – HBG Picnic; December – HBG Holiday Social and Slide Show. Do not schedule presentations for these months.
- August Potluck Picnic: Arrange a place for the August HBG picnic to accommodate around 40 people. Organize volunteers to provide grilled food (charcoal, hamburgers, sausages, vege-burgers, hotdogs, buns etc), drinking water, condiments, plates, utensils, napkins, etc.

#### **Publicity**

- HBG Website - <https://www.sierraclub.org/tennessee/harvey-broome/programs> (need credentials to edit)
- Sierra Club Campfire - <https://campfire.sierraclub.org/campfire/ConstituentLoginPage> (need login and permissions)
- Tennes-Sierran: Send list of titles and speakers to the TS editor (Emily Ellis, [eellis424@gmail.com](mailto:eellis424@gmail.com)) at least 6 weeks before publication
- Outdoor Knoxville – enter announcement on Outdoor Knoxville website (<http://www.outdoorknoxville.com/>) SUBMIT AN EVENT link. This is important since the

Knoxville News Sentinel will pick it up from here for publication in the Friday Go Knoxville section.

- Knoxville News Sentinel – email announcement - [features@knoxnews.com](mailto:features@knoxnews.com)
- Posters – Prepare posters using information provided by presenter. Pass out (e-mail) 2 or 3 weeks in advance to volunteers post at public locations.
- HBG Facebook Event - <https://www.facebook.com/Harvey-Broome-Group-of-the-Sierra-Club-491199940200/> (need credentials).
- HBG Facebook Post – it is useful to post a few days to a week before the program as a reminder. A poster in png format is useful here.
- Tennessee-HBG-News listserve – send pdf or png version of poster to [TENNESSEE-HBG-NEWS@lists.sierraclub.org](mailto:TENNESSEE-HBG-NEWS@lists.sierraclub.org)
- Meetup - <https://www.meetup.com/Harvey-Broome-Group-Sierra-Club/> (need credentials)
- Knox County Library – send pdf of poster to Emily Ellis [eellis@knoxlib.org](mailto:eellis@knoxlib.org)

### **Program Evening Activities**

- Prepare announcements (have Conservation and Outings Chairs make brief announcements), Display Materials, Handouts, etc.
- Set up projector, speaker system, and projection screen. Organize volunteers to set up chairs and other tables as needed. Arrange to meet presenters 15 minutes before the start of the program to set up their presentation.
- Obtain information from presenter in order to introduce them after the announcements.
- Designate someone to set-up refreshments.
- Designate someone to greet and welcome people to the program meeting.

### **Provide Food for Social Period after Program Presentation**

- Remind HBG leaders and other volunteers to bring food items to share.
- Identify, recruit volunteers to set up refreshment table and cleanup afterwards.

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### **Example Presenter Invitation:**

Subject: Invitation to speak at a Harvey Broome Group/Sierra Club program meeting

Mr. Johnson

I am inviting you to come and speak about SEEED at one of our Sierra Club programs in the coming months. Our program meetings are on the second Tuesday of each month, 7pm at the

Tennessee Valley Unitarian Church near downtown Knoxville. Speakers have about an hour to make a presentation, followed by informal discussions with refreshments. There are usually around 40 people at our programs that are free and open to the public.

Please let me know if this would be of interest to you. Available dates are April 10, September 11, October 9, or November 13. Please contact me, Mac Post at [mpost3116@aol.com](mailto:mpost3116@aol.com), 865-806-0980.

Sincerely,

Mac Post  
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[mpost3116@aol.com](mailto:mpost3116@aol.com)  
865-806-0980