

Communications Committee

| | <i>Name</i> | <i>Email</i> |
|-------------------|---------------------|--|
| Chairman | Cathy Duhigg Gannon | inniscobh@yahoo.com |
| Member | Gretchen Shimola | shimolagretchen@gmail.com |
| Member | Bee Osborn | bosborn322@gmail.com |
| Member | Beth O’Kain | bethkilbane@yahoo.com |
| Member | Bill Rickman | RevBill@gmail.com |
| Member | | |
| Member | | |
| <i>Ex-Officio</i> | Kirk Lang | clevelandrowing@gmail.com |

Mission of CRF: Our mission is to support, facilitate and promote the sport of rowing and its benefits to the community through programs, events and affiliated organizations.

Primary Purpose of Committee: Provide effective internal and external promotion and communication for CRF.

Scope – Responsible for:

1. Maintain the CRF web site and social media outreach.
2. Promote CRF programs and activities in a variety of media.
3. Provide clarity and accessibility of information to members and the community.

Goals – For 2018:

1. Create a new CRF web site, transfer over pertinent information from current site and create new content
2. Build and foster relationships with and among Member Organizations and develop tools to better highlight successes and goals for each organization.
3. Increase the profile of CRF in the Northeast Ohio community and beyond.
4. Support CRF’s community engagement and membership growth initiatives.
5. Boost internal communication and visibility within the boathouse.

Authority – Specifically Authorized to:

1. Update and maintain all areas of the web site and social media and respond to inquiries through those points.
2. Cultivate relationships with media and community organizations.
3. Work directly with Heads of Membership Organizations.
4. Create and oversee promotional campaigns.
5. Spend funds as budgeted.