



## LOOK! 2021 Communications Chairperson Description

### LOOK! Background

LOOK! is a unique photography exhibit that showcases the strength and beauty of children and young adults in South Carolina who are living with a disability. Professional photographers volunteer their time and talents during photoshoots capturing the participants in candid moments doing things they like to do best.

At an opening night ceremony, the photos are unveiled as a collection. The exhibit remains on display at the featured venue following the opening night. The intent of LOOK! is to showcase the beauty and unique abilities of the person being photographed...to help people pause, and reflect, and maybe see disability in a different way. It is a beautiful event that speaks to our goal of creating inclusion. We are planning to schedule LOOK! 2021 in June.

Family Connection offers parents peer-to-peer support, helps families navigate the complex healthcare system, and provides guidance and support to help parents plan for, and attend school meetings to ensure their child's supports and services are carried out effectively throughout their education. There is no cost to families for any of our services.

### The Communications Chair Role

Serving as the Communications Chairperson on the LOOK! Volunteer Leadership Committee, you will work in conjunction with the Committee Chairperson, Family Connection Events and Marketing Manager, and additional committee members to help raise awareness, participation, and revenue to ensure LOOK! 2021 is a success.

### Responsibilities:

- In collaboration with Events and Marketing Manager, help secure media partnerships with TV, Radio, Outdoor and Print outlets.
- Assist with creating and implementing event publicity plan.
- Help recruit one or more new members to LOOK! 2021 volunteer leadership committee.
- Attend virtual committee meetings ((one per month February – July 2021)
- Serve as an event spokesperson through a variety of communication channels, including:
  - Written articles or videos to be used in Family Connection E-newsletters, event web site pages, social media, You Tube or press release formats.
  - In-person or virtual speaking engagements at events such as our Hopes and Dreams Conference, or pre-event LOOK! get-togethers, such as a Team Captain Kick off or T-shirt pick up day.
  - In-person or virtual media interviews, which may be live or taped and may include print, radio, or TV outlets. These interview opportunities will be coordinated with your schedule/availability and may be expected to be held throughout the LOOK! Campaign (prior to the event, on event-day and/or post-event.) We will provide an anticipated list of speaking opportunities and approximate dates.
  - During our in-person or virtual day-of-event ceremony.
- Assist with scripting, staging, and media activities for LOOK! event day.

Family Connection will help prepare you for your spokesperson role by providing background information, speaking points or scripting, and best practices for video or in-person interviews.