

Introduction

Second only to our website, one of the most effective ways VCRI helps agencies recruit volunteers is listing your volunteer needs in one or more of the columns that we have in local newspapers and other publications. These newspapers rely on VCRI to provide them with viable (current & accurate) information regarding volunteer opportunities in their specific distribution areas. The following information is provided to help you make the most of this benefit of association with VCRI.

Policies & Procedures

With the hundreds of agencies and opportunities available on our website 24 hours a day, adherence to the following criteria is crucial for VCRI to fulfill its mission of providing people with opportunities for effective volunteer community service. Preference to column inclusion is therefore given to agencies that follow these simple rules.

Criteria for Column Inclusion:

- **Agency must** add/update volunteer opportunities in their listing on VCRI's website.
 - We recommend that you visit/update your agency listings on a regular basis (i.e. quarterly as a minimum) to ensure accuracy of volunteer needs.
 - **Date/event dependant volunteer needs must be updated in VCRI's database at least six (6) to eight (8) weeks prior to the actual event.**
 - VCRI Staff must approve listing.
 - Approved opportunities forwarded to PR & Communications Coordinator for column(s) inclusion.
 - Columns are then prepared with opportunities from approved list. Please note that there may be a [waiting list for various publications*](#).
 - Agency is e-mailed or faxed a **"Publicity Notification Form"** with publication(s) and date(s) of listings.
 - When there is a waiting list for publication, priority for listings in all papers are given to agencies that return information requested on the "Publicity Notification Form" (sample form attached)
 - Publicity Notification Forms allow VCRI to track publication effectiveness and should be returned, even if no volunteers responded to your listing.
- ★ **VCRI assumes that you want each listing promoted in any of the publications that we are able to list it in.**
If you do not want that opportunity(ies) to be promoted, you must notify us within 24 hours us in one of two ways:
- E-mail us at publicity@vcri.org
 - Call (401) 421-6547, ext. 106

Other Ways You Can Help:

- VCRI does not maintain subscriptions to all publications that we provide columns for. In order for us to maintain and monitor the integrity of information published, we request that you copy and forward us any columns other than the **Providence Sunday Journal** that your agency opportunity is listed in.
- VCRI continually strives to expand the list of publications willing to promote volunteer opportunities to their readers and therefore increase your agency's visibility. If you have connections with a newspaper that is not currently working with us, we invite you to inquire about the possibility of them receiving a prepared column from us for their use.

If you have any questions regarding any of the columns and publications, please e-mail Lynne Harper at either publicity@vcri.org or lharper@vcri.org or call (401) 421-6547.



Opportunity Columns Publication Criteria:

The Providence Sunday Journal – Published weekly in the “Lifebeat” Section (formerly “Lifestyles”)

- ★ **Open exclusively to VCRI Member agencies.**
- ★ Opportunities are listed a minimum of twice per calendar year (or once per year for half-year membership, July – December) provided your information is kept current. Possibility of additional publication later in the year if space available.
- ★ **Priority for additional listings given to Agencies that complete and return the Publicity Notification Forms.**
- ★ **Date/event dependant volunteer needs must be updated in VCRI's database at least six (6) to eight (8) weeks prior to the actual event.**
- ★ If agency and volunteer opportunities are not updated as specified above, VCRI does not guarantee that it will run in the column by the date needed.

Additional Weekly & Monthly Publications & Criteria:

- ★ Opportunities must be current/active on VCRI website.
- ★ Ultimate inclusion of opportunities and publication of column is determined by the editors of the respective papers.
- ★ Sponsoring agency or specific opportunity must be located or serve one of the cities or towns within the paper's distribution area. (See tables)
- ★ **State-wide, internet and “volunteer-from-home” volunteer opportunities may also be listed in any/all papers.**
- ★ Priority for the order of agency listings in the columns will be given to agencies that complete and return the “Publicity Notification Forms.”

Weekly Column Publications			
Sunday Providence Journal - VCRI Member agencies only– Statewide			
Pawtucket Times	Woonsocket Call	East Bay Newspapers	ProJo Blackstone
Pawtucket, Central Falls Seekonk Attleboro Lincoln East Providence Cumberland	Central Falls Pawtucket Woonsocket Northern RI: -Smithfield -N. Smithfield -Burriville -Greenville -Cumberland -Lincoln & others Southeast MA	East Prov. /Riverside/Rumford Seekonk Warren Barrington Bristol Portsmouth Tiverton Little Compton West Port Statewide & Work from home Opportunities	Valley Edition Same as Woonsocket Call on a space available basis only

Monthly Column Publications								
Cranston Chamber	Cranston Herald	Johnston Sunrise	NE Independent	So. County Independent	Valley Breeze Observer	Warwick Beacon	Westerly Sun	Prov. Business News
Cranston only <i>Column published 1st Friday of month</i>	Cranston Warwick W. Warwick Johnston <i>Published 1st Thur. of mo.</i>	Johnston only <i>Column published 1st Thur. of month</i>	East Greenwich North Kingstown Warwick <i>Published 1st Thur. of month</i>	Charlestown Narragansett S. Kingstown Westerly <i>Published 1st Thur. of month</i>	EAST- Lincoln Woonsocket, North Smithfield, Cumberland, Blackstone, MA. WEST- Smithfield, Scituate, Foster Gloster, N. Prov. <i>Column Published Thur. before the last Thur.</i>	Cranston East Greenwich Warwick W. Warwick <i>Published 1st Thur. Of month</i>	Ashaway Bradford Charlestown Hope Valley Hopkinton Richmond Westerly <i>Column published 1st Sunday of month</i>	Statewide business related volunteer opportunities only (i.e. Board, strategic planning, technology, marketing, etc.) <i>Published as space available</i>