

RESPONSIBILITIES OF THE PUBLIC RELATIONS COMMITTEE

Bylaws: ARTICLE X, Section 14

Chair - Appointed by the President

The Committee consists of a chair and the ten Zone Public Relations Chairs.

RESPONSIBILITIES OF THE ASSOCIATION PUBLIC RELATIONS CHAIR

1. Required to attend all Executive Board meetings.
2. Prepare written reports for Executive Board meetings, Annual Meeting, and *YORK STATE*.
3. Report activities, changes, and new directions to the Zone Chairs.
4. Create press releases reflecting the Association activities (and purpose) and distribute them to the Zone Public Relations Chairs and to the news media.
5. Be available to work with Association officers and committees on special projects including; membership renewal forms, brochures, and other printed material.
6. Schedule and organize Public Relations Committee meetings.
7. Chair the committee for awarding the NYSRTA permanent/professional Grant Award.
8. Supervise and assist zone chairs in the distribution, compilation and scoring of grant materials.
9. Participate in activities that promote the Association to active educators.

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What may seem like wasted space in this spot is intended to provide integrity to the material on the pages following.

RESPONSIBILITIES OF THE ZONE PUBLIC RELATIONS CHAIR

1. Develop and maintain a communication system in the Zone that will keep Zone members informed.
2. Submit Zone and Unit news to *YORK STATE* and the media. Zone news includes, but is not limited to, special recognition; deaths and memorials; future meeting dates; meeting topics; unusual trips; and unique speakers.
3. Follow Association and Zone committee activities and provide updates to the Unit Public Relations Chairs.
4. Be a sound source of information to complement the Unit Chairs.
5. Be available to work with Zone committees and on special projects.
6. Train your successor; be a resource.
7. Provide public relations workshops for the Unit Chairs, if necessary or requested.
8. Participate in activities that promote the Association to active educators.
9. Be available to serve as Team Captain for NYSRTA permanent/professional Grant Award.
 - A. Distribute grant materials
 - B. Receive grant applications
 - C. Select scorers for rating applications
 - D. Compile results of scorers
 - E. Report winners to Association PR Chair

RESPONSIBILITIES OF THE UNIT PUBLIC RELATIONS CHAIR

1. Keep a positive image of the Unit before the public.
2. Act as a news release person for newspapers, radio, and television.
3. Supply Unit news to the Zone Chair for *YORK STATE*.
4. Receive press releases from the Association or your Zone Chair. Make editorial changes, add local connections; and send or take them to your local newspaper or other media source as soon as possible. Send published releases to your Zone Chair.
5. Create press releases reflecting the Unit activities, elections, and other items of interest.
6. Attend meetings called by the Zone Chair.
7. Participate in activities that promote the Association to active educators.
8. Be available to serve as scorer for the NYSRTA permanent/professional Grant.