



AZ ASSE

Executive Board – Position Description

Public Relations Committee / Chairperson

- 1) Service.
 - a) Term is for one year, July 1 to June 30.
 - b) Multiple terms are allowed.
 - c) Chair may establish committee.
 - d) Position is appointed by President.
- 2) Purpose.
 - a) Prepare and distribute press releases and public service announcements on chapter activities as part of a Public Relations campaign.
- 3) Goals.
 - a) Meet on at least a quarterly basis.
 - b) Submit Chapter events to local media.
 - c) Have members speak on behalf of the Chapter to local media outlets at least twice a year.
 - d) Publicize its name and/or services on promotional literature.
 - e) Ensure Chapter is recognized by a National organization for service to the public.
 - f) Ensure Chapter sponsors a career day for local schools.

- g) Participate in career day for local schools.
- h) Submit member recognition information to the Society for publication in Society publications and/or to local/regional media sources.