

## **PUBLIC RELATIONS COMMITTEE**

### **Charges**

- 1. To establish and maintain a plan for informing the public about our organization.**
- 2. To publicize the mission, goals, and programs of the Keystone State Reading Association.**
- 3. To utilize appropriate means and media to accomplish the work of the committee.**

### **Duties of the Chair**

- 1. Develop a 3-year public relations plan.**
- 2. Prepare an image brochure that will be used to promote the Keystone State Reading Association.**
- 3. Create and maintain a PowerPoint and/or video presentation that highlights the organization's goals and programs. Post the presentation on the KSRA Web site.**
- 4. Create and distribute high-impact visual displays that promote the goals and programs of the organization.**
- 5. Establish cooperative relationships with various community, state, and national organizations and share information about KSRA's goals and programs.**
- 6. Maintain communications through a close and harmonious association with supportive media contacts.**
- 7. Respond to inquiries about KSRA functions and programs.**
- 8. Design and distribute feature articles, news releases, letters, and flyers to advertise various programs and activities of the organization.**
- 9. Prepare printed materials and develop a distribution plan to advertise the annual KSRA reading conference.**
- 10. Complete other public relations assignments as requested by the president of the Keystone State Reading Association.**
- 11. Prepare an annual report and submit a copy for file with the secretary (Bylaws Article VI, Section 12) and more frequently if requested by the president.**