

# ArSHA Public Relations Chair

## DUTES AND RESPONSIBILTIES OF THE PUBLIC RELATIONS CHAIR

### ArSHA By-Laws

#### Article V Section 3 Duties:

“K. The Public Relations Chair shall:

- i. Be the major liaison between the Association and mass communication media and other interest groups on behalf of the Association.
- ii. Represent the membership of this Association at the deliberations of the Executive Board.
- iii. Perform such other duties as maybe assigned to him/her by actions of the Association or Executive Board.
- iv. Attend Executive Board meetings.

#### Article V Section 4 Terms of Office:

- B. Terms shall commence on the first of July following the election of the officer.  
D. The Public Relations Chair shall be elected to a two year term of office.”

#### THE FOLLOWING ACTIVITIES ARE EXAMPLES OF OTHER DUTIES THE PUBLIC RELATIONS CHAIR MAY BE CALLED UPON TO MANAGE:

- Work with Executive Board on brochures and other promotional items to increase public relations for the association
- Generate ideas for how to improve public relations for the association
- Coordinate child of the year
  - Prepare application and deadline correspondence to notify professionals about child of the year
  - Newsletter advertisement submission 4 times per year
  - Coordinate committee to choose child of the year
  - Notify all candidates of decision by letter
  - Gather wish list for chosen child of the year
  - Purchase items from the wish list according to \$500 budget
  - Send biography and picture to the committee member completing convention publication
  - Prepare short speech (from the bio) about the chosen candidate to be read during the ArSHA luncheon
- Coordinate silent auction
  - Coordinate people to assist with gathering donations
  - Begin gathering donations 4 to 5 months prior to convention as many non profit organizations ask for donations in the March and April timeframe
  - Coordinate silent auction area at convention
  - Organize bid sheets
  - Maintain database of contributors
  - Send thank you letters to contributors
  - Newsletter advertisement submission 4 times per year
  - Send list of contributors to the committee member completing convention publication
- Work with convention exhibits coordinator to gather sponsorships
- Update executive board on ongoing PR tasks
- Promote May Better Speech and Hearing Month
- Other duties to improve public relations

## ArSHA Public Relations Chair

**Approximate commitment of time 1-2 hours per week. 3 hours every other month for EB meeting.**