

Manual of Instruction

Section Name: Chairs

Section Number: 2.23

Title: Public Relations

Description: The Public Relations Chair (PR) is responsible for promoting and interpreting the programs, legislative platform and advocacy statement, purpose and objectives of New York State Women, Inc.

Structure of Committee: The Public Relations committee is composed of a chair, a vice-chair and a minimum of two members.

Duties of the State Chair

- 1) Establish a PR committee
- 2) Be a resource for effective visibility opportunities for State, Region and Local Chapters
- 3) Promote the mission, vision and value proposition for events, programming and advocacy opportunities
- 4) Issue Press Releases and make them available on the NYSW website for use by Local chapters.
- 5) Receive requests from Regions/chapters for logo/marketing approval and forward requests to the Executive Committee for action (guidelines can be found in TK2.23)
- 6) Conduct workshops and/or resource displays annually for Local Chapter and Region PR committees
- 7) Recognize the visibility efforts of NYSWi Local Chapters at the Annual Conference (guidelines can be found in TK2.23)
- 8) Acts as the representative, with voting rights, of the Communications Chair at Board meetings upon request of the Chair.

Duties of the Region Chair

- 1) Encourage Local Chapters to use media in order to broaden NYSWi contacts and create visibility for NYSWi.
- 2) Inform Local Chapters early in the NYSWi year of the requirements and deadlines for submitting materials for the PR awards.
- 3) Issue Press Releases to local media of Region events

Duties of the Local Chapter Chair

- 1) Issue Press Releases to the local media on all notable activities and events
- 2) Submit for approved use of NYSW logo on marketing material to the PR chair/committee
- 3) Submit entries for the annual PR awards by the deadline to the State PR chair (guidelines can be found in TK 2.23)

Financial Implications

Refer to budget for allowable expenses

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Included in Toolkit

For more information go to TK2.23:

Award Guidelines:

- Local Chapter Bulletin (Newsletter)
- News Service
- Community Projects

Press Release sample

Visual Identity Guidelines

Date of Board Approval: 6/8/13

Effective Date: 6/8/13

* Underlined passages denotes wording from the NYS Women, Inc. Bylaws

Article XII: Duties of Officers, Section 1

Article XV: Standing Committees Section 3(b)

Article XIV: Executive Committee, Section 2(d)