

PUBLICITY

Revised April 2010

I. OBJECTIVES AND RESPONSIBILITIES

This committee is responsible for assisting with promoting and advertising all events supported by ARMA Houston.

II. ORGANIZATION

A Manager appointed by the Vice President of Professional Marketing & Community Outreach will head the Publicity Committee. The committee manager reports directly to the vice president.

III. GUIDELINES

- Meet with the former manager to obtain records and discuss duties and responsibilities.
- Appoint additional committee members as necessary.
- Prepare the objectives, goals and budget for the year.
- Manage the functions of the committee.
- Submit status reports and recommendations to the vice president for reporting to the Board of Directors.
- Read and become familiar with the Constitution and Bylaws.

IV. PROCEDURES

The Publicity Committee is responsible for publicizing the monthly ARMA Houston workshops and luncheon meetings. ARMA Houston workshops and monthly luncheon meetings are currently advertised in the Houston Business Journal, Houston Chronicle, and through the ARMA SW Region and International Websites. Press Releases and Publicity Announcements are usually sent out three weeks in advance of the workshops and

luncheon meetings.

The Publicity Committee also needs to consult with other committee managers to identify other publicity needs for projects or events supported by ARMA Houston. For major ARMA Houston events, Publicity Committee members will be assigned to assist in promoting those specific events.

Publicity committee members will meet on a monthly or regular basis to discuss:

- Ongoing publicity activities
- Upcoming publicity activities / needs
- New ideas and methods for promoting ARMA Houston activities
- Publicity concerns and issues

V. FINANCIAL

All funds received from an ARMA Houston Chapter-sponsored event or project should be turned in to the ARMA Houston Chapter Treasurer for handling. Under no circumstances are ARMA Houston Chapter VP's, Committee Managers, or Committee Members authorized to split, disburse, or retain monies for expenses incurred out of the funds collected from an ARMA Houston Chapter-sponsored event or project. The ARMA Houston Chapter Treasurer, upon the presentation of a completed check request form and receipt, should pay all expenses from an ARMA Houston Chapter-sponsored event or project.

VI. ATTACHMENTS

None.

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