

## HOW TO CREATE A PUBLIC RELATIONS COMMITTEE

### Understand Your Role

- Review the Public Relations Chair job description (available on the CPTA Web site).
- Attend the PR Summit.
- Discuss realistic goals of your committee with your District Chair or Executive Committee.

### Recruit Committee Members

- Solicit members to participate in person and through announcements:
  - ◆ At District meetings.
  - ◆ In District newsletters.
  - ◆ In targeted e-mail.

Note: Always include a contact name, phone number and e-mail address in announcements.
- Identify members who are appropriate for the committee:
  - ◆ Members who volunteer.
  - ◆ Members interested in increasing their involvement with the district.
  - ◆ Members who enjoy networking and meeting new people at district meetings.
  - ◆ Members who display enthusiasm for the profession.
  - ◆ Assembly Representatives
  - ◆ Student members.
- Educate the potential member:
  - ◆ Review the job descriptions of the Public Relations Chair and Committee members (remember, you are always looking for your replacement).
  - ◆ Provide an estimate of the time commitment and duration involved with serving on the committee.
  - ◆ Answer questions.
- When you have successfully recruited two to three members, hold a meeting.

### Hold Regular Meetings and/or Conference Calls

- Develop a meeting agenda.
- Set goals for the year.
- Delegate activities to each member of the committee.
- Follow up at regular intervals with committee members.
- Report your progress to the Executive Committee on a regular basis.