



## **PUBLIC RELATIONS COMMITTEE CHAIR Roles and Responsibilities**

The purpose of the Public Relations Committee is to inform the public about ITE and promote the successes of ITE and its members through proactive and coordinated public relations and outreach. Having strong, positive public relations ensures that the public knows the important role that transportation professionals play in improving our quality of life and enhances the credibility of ITE members.

The Public Relations Committee Chair (PR Chair) is tasked with developing, maintaining and periodically updating a public relations program for the Western District that will promote the successes and accomplishments of ITE and its members. The major responsibilities of the PR Chair are outlined below:

### **Communications Oversight Committee Coordination**

Coordinate with the Western District Communications Oversight Committee and the District Board to project the desired image of the Western District. The Western District Communications Oversight Committee consists of the Webmaster, the WesternITE Managing Editor, Public Relations Committee Chair, International Director (typically the first term Director), and a District Officer (typically the President). The District Officer will chair the Website Committee.

### **Liaison with Sections and Chapters**

Coordinate public relations efforts District-wide by working as a liaison to local Sections and Chapters. Each Section or Chapter should appoint someone, either a current officer, committee chair (such as the Scribe) or a designated PR Liaison, to coordinate public relations activities with the PR Chair. The PR chair will use this network to disseminate information to Sections and Chapters.

### **Participation at District Board Meetings**

The Western District Board holds two formal meetings each year. The Winter Board Meeting is typically held in late January or early February. The Summer Board Meeting is held on the first day (Sunday) of the Western District Annual Meeting, which is traditionally held in late June or early July. The PR Chair shall provide a written report to the Board prior to each meeting. The report should, at a minimum, detail the activities of the Committee during the period since the previous Board meeting. The report is provided to the President in advance of the meeting for inclusion in the handout materials. The Chair is invited to attend these Board meetings to present the report.

### **Western District Awards**

Each year the Western District presents awards during the Annual Meeting. The PR Chair is responsible for assisting with the Lifetime Achievement Award (LAA) and Individual Achievement Award (IAA) presentations. Prior to the Annual Meeting, the PR Chair should coordinate with the District Past President to produce videos for the LAA and IAA awards. These videos will be shown during the awards banquet to highlight the award winners. Following the Annual Meeting, the PR Chair will:

- Coordinate with Webmaster to post the award videos on District website and the WesternITE Managing Editor to include an announcement in the Enews following Annual Meeting.
- Coordinate with the District President to send letters and press releases to employers and home Sections/Chapters of LAA and IAA winners. In addition, coordinate with the District President to send letters to employers and home Sections/Chapters of the Young Professional Achievement Award winner.
- Coordinate with the Social Media Manager to announce the LAA, IAA, and Young Professional award winners through the District's social media platforms.

#### **ITE HQ Awards Competition**

Check the ITE HQ website at the beginning of February to get details regarding the District/Section Communications Award. Prepare the necessary application and paperwork for the competition with the assistance of the Managing Editor. The Public Relations Chair is responsible for submitting the application.

#### **Public Relations Committee Oversight**

Coordinate with and provide oversight for the members of the Public Relations Committee.

#### **Development of Original Content**

Develop original content for the Western District in accordance with the District's Communications Plan. The District has allocated funds for a Public Relations Initiative that is intended to be used to develop an outreach video. The Public Relations Committee Chair is responsible for developing and distributing the District's outreach video.

#### **Coordination with the WesternITE Managing Editor and Webmaster**

The PR Chair is responsible for coordinating with the WesternITE Managing Editor and the Webmaster to disseminate appropriate content to our members through the WesternITE newsletter and westernite.org website in a timely manner.

Revised by 02/04/11; Revised during Communications Workshop 01/25/18; Revised by D. Whitlock 8/13/23