

**POLICIES HANDBOOK:  
PUBLIC RELATIONS COMMITTEE**

**SCOPE OF RESPONSIBILITIES**

The Public Relations Committee serves to promote NDLA and its purposes and to publicize Association activities and initiatives. The Committee also maintains the Association's website.

**MEMBERSHIP**

The Chair of the Committee is appointed by the President of the Association and serves a term concurrent with that of the President. The Chair may succeed him or herself. The Chair is a non-voting member of the NDLA Executive Board. The Chair is automatically a member of *The Good Stuff* editorial committee and works closely with the editorial committee chair. The Chair also serves as state chair for National Library Week.

**REPORTS**

The Chair or designated member of the Committee will attend each Executive Board meeting and the annual conference. The Chair will prepare a written report for each board meeting and an annual report for the annual conference.

**BUDGET**

The Finance Committee will solicit a budget request from the Chair. Provision can be made for travel to Executive Board meetings, copying, postage, and other supplies.

**REIMBURSEMENT**

See Reimbursement Policy Handbook  
<http://www.ndla.info/Handbooks/reimbursementpolicy.pdf>.

## CHRONOLOGICAL GUIDELINES

### September

- Attend Executive Board meeting at annual conference.

### October-November

- Prepare budget request for Finance Committee. Appoint committee members. Develop a list of media contacts. Prepare a media plan for the year, including goals, media contacts, resources, timeline, and outcome criteria. Prepare post conference news stories and submit to appropriate media.

### November-September

- Attend Executive Board meetings as scheduled and prepare written reports for each meeting. Prepare press releases as needed to report Association activities. Work with *The Good Stuff* editorial committee to prepare quarterly publication.

### February-April

- Coordinate statewide National Library Week activities and publicity.

### June

- Submit information about annual conference to *American Libraries* and *MPLA Newsletter*.

### August

- Prepare press releases for annual conference and submit to appropriate media, including electronic discussion lists (e.g., NDLIB-L) and NDLA website.
- Prepare written annual report for distribution at conference.

Executive Board approved 9/22/99

Reimbursement statement added by Executive Board 3/22/02

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