

2016-2017 Public Relations Committee

Policy: The TRTA Public Relations Committee shall promote and publicize TRTA state, district and local unit activities to the general public, all active and retired educational employees and elected officials. The committee shall promote the use of district and local web pages, newsletters, and coordinate the Children's Book Project. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA.

Suggested Activities

The TRTA State Public Relations Committee Chairman:

1. Direct TRTA state public relations committee members to disseminate information to the district second vice-president/public relations chairmen on a regular basis.
2. Coordinate the Children's Book Project.
3. Promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.
4. Work with TRTA staff to prepare sample news releases for districts to use for their fall conventions and spring leadership training conferences.
5. Serve as presenter to train district and local unit second vice-presidents/public relations at the TRTA Convention.

The TRTA District Public Relations Committee Chairmen:

1. Send information received from the TRTA Public Relations Chairman to the local unit public relations committee chairmen in the district.
2. Prepare press releases covering district and TRTA events.
3. Promote or work with the technology contact to maintain district and local unit webpages, newsletters and social media.
4. Serve as presenter of the local unit second vice-president/public relations training at the district spring leadership conference.
5. Promote and coordinate the Children's Book Project including the collection of local unit report forms and sending the district count results to the state committee representative by March 1.
6. Attend the TRTA Convention second vice-presidents/public relations training session.

The TRTA Local Unit Public Relations Committee Chairmen:

1. Publicize TRTA state, district, and local unit activities and projects to the general public, all active and retired school employees, and elected officials.
2. Promote TRTA and its accomplishments in the local community.
3. Promote effective media coverage of meetings and activities.
4. Establish working relationships with the local press and media through personal visits and/or contacts.
5. Coordinate the publication of timely newsletters and promote or work with the technology contact to maintain local unit webpage, newsletters and social media.
6. Promote the TRTA website including the Inside Line.
7. Promote, coordinate or work with the Children's Book Project chairman and submit local unit count to the district second vice-president by February 15.
8. Attend the local unit second vice-president/public relations training session at the district spring leadership conference.
9. Attend the TRTA Convention second vice-president/public relations training session.