

PUBLIC RELATIONS COMMITTEE JOB DESCRIPTION/RESPONSIBILITIES

The Chair of the Public Relations Committee is appointed by the current President and serves for a one-year term, which is Annual Meeting to Annual Meeting. Read the By-laws.

The main purpose and/or goal of the PR Committee is to develop and provide opportunities for **effective communications and marketing** of the ABA and the CBA program.

1. Contact the chairs of the Membership, CLE/CBA, and Conference Committees to help with the following:
 - Promote lobbying for the CBA program, and any other events of the ABA
 - Promote the CBA seminar by sending out flyers or info (by helping the CLE/CBA Committee to make contact with the local attorneys, courts, bar associations in the surrounding areas)
 - Update the PR Brochure or create new one
 - Create new brochures for different committees, if needed
 - Keep in contact with the Conference Committee Chair to help spread the word for seminars and getting sponsors
 - Help membership to create and/or update brochures and applications, if necessary
 - Solicit articles from judges or other sources for the Newsletter
2. Follow the objectives set forth in the Long Range Plan
 - Set new goals and make sure that the goals are accomplished
 - Read the final report, final reports from the past, and accomplishments that are in the conference booklet. This will help create new goals
3. Review any pending tasks started by the PR Committee and continue them
 - Telephone conference or memos are to be written to committees to brainstorm any new ideas
4. Prepare an article for each issue of the ABA newsletter, *Behind the Bench*

5. Prepare semi-annual and annual report recapping the activity of your Committee over the past year and submit it to the President and Chair of the Long Range Planning Committee. The report is due two weeks prior to the Annual Meeting.
6. Write Press Releases

Budget Submission and Financial Responsibilities:

All Committee Chairs will prepare a proposed budget for the following year at least 60 days prior to the Annual Meeting and submit it to the Finance Committee. Care should be taken to include any projected budgetary requirements for projects that are in process that will be completed in the term of the subsequent Chair of the Committee. The Committee Chairs should consult with the Finance Committee and the President-Elect to ascertain any projects anticipated in the coming year that would require any unusual expenditures for a particular Committee, and the President-Elect's input should be sought as to approval of the Conference Planning Committee and Site Selection Committee budgets. The Committee Chairs should also compare their Committee's actual expenditures for the past year with the amount that had been budgeted for that particular Committee so that adjustments can be made for the next year's budget. The proposed budget for the Public Relations Committee for 2009 is \$250 (postage, printing, & advertising).