

### **Pre-requisites**

The Public Relations Chair shall possess the following qualifications:

- Be a member of AAC in good standing for a minimum of 1 year
- Maintain a commitment to the AAC Mission and Goals
- Communicate effectively with members and non-members of AAC
- Be exceptional in planning and implementing public relations campaigns
- Able to commit at least 15 hours per week on average to public relations on behalf of the AAC
- Shall be able to attend the Annual AAC International Conference
- Shall be able to maintain confidentiality

### **Term of Service**

The Public Relations Chair is appointed by the President, approved by the Board, and serves at the pleasure of the President and in keeping with the AAC By-Laws. The Public Relations Chair term of service is 3 years with an annual recommitment.

### **Responsibilities**

The Public Relations Chair shall have the following responsibilities:

- Maintain the AAC presence in professional, support and membership publications and media
- Update newsworthy member information through appropriate mediums
- Create, with the Board of Directors, a public relations plan for one, three and five years
- Implement said plans
- With the Board, develop special Public Relations campaigns to be introduced throughout the year with special emphasis on National Adoption Month
- Support publicity efforts for the annual conference
- Notify website administrator of articles, blogs and other media information for addition to website
- Seek new venues to publicize the AAC