



DSCA Public Relations Chair Role and Responsibilities

The DSCA Public Relations Chair is responsible for providing communication assistance to the DSCA Board members for the chapter at large.

The PR Chair is responsible for generating public awareness for the DSCA and its purpose, activities, awards, and events. This is accomplished by developing an understanding of the needs of the news media and target audiences; identifying DSCA news, events, and other information that would interest the public; and alerting the media to these events, etc., in order to encourage news coverage. The PR Chair should also identify Web sites and social media that would be interested in carrying information about the DSCA.

The Public Relations Chair will:

- Create an inventory of DSCA activities for the year, especially those that could have public interest, such as awards, announcement of new officers, collaborations with other organizations, etc.
- Develop media lists of news outlets (traditional and online) and reporters who would be interested in the activities, and identify social media where information about these activities could be posted and shared.
- Create a PR plan/calendar, identifying which activities will be publicized, and when.
- Write and distribute press releases and other publicity materials with pertinent details about the activities.
- Identify reporters likely to cover DSCA news and be responsive to their needs concerning deadlines.
- Regularly communicate with the DSCA Board members.
- Organize and advertise an annual DSCA social.
- Attend Board Meetings, DSCA sponsored events, and the annual DSCA Conference.
- Maintain active membership of ASCA, DSCA, and the county counselor's association.
- Serve for a 3 year term.