

# PR Committee

## Purpose

- Increase public awareness of Guiding in Calgary Area
- Participate in community activities in order to promote Girl Guide values and positively influence public perception of the organization
- Assist with recruitment of adult and girl members.
- Project a positive public image for Guiding in Calgary Area
- Promote participation in Area, Provincial and National sponsored events

## Accountability

The Area Public Relations committee is accountable to Calgary Area council.

## Authority

The committee is authorized to make decisions that:

- are true to the Vision, Mission, Values, standards, policies and practices of Girl Guides of Canada-Guides du Canada;
- support the goals and priorities of Girl Guides of Canada-Guides du Canada, Calgary Area;
- are within the terms of reference of the committee;
- have been approved in the area strategic plan and budget and;
- abide by the Code of Conduct and the Oath of Confidentiality.

## Membership

- Chair
- Deputy Adviser (optional)
- Secretary
- Members (4-6)
- Area Commissioner or her designate

## Quorum

Fifty percent plus one of the voting members shall constitute a quorum at all meetings of the committee.

## Committee Functions and Responsibilities

1. To support the P.R. Adviser and all the roles and responsibilities of the position as noted; in the PR Adviser Position Description
2. Media
  - Establish and maintain a positive relationship with the media as designated by the Area Commissioner
  - Prepare and distribute public service announcements (PSA) for Area events to appropriate media in consultation with the Area Commissioner
  - Encourage broadcast or publication coverage for scheduled Guiding activities



- Encourage Districts to submit regular articles for publication in community, church and school newsletters
- Arrange for advertisements in appropriate Calgary Area publications within budgetary constraints
- 3. Neighbourhood Communities
  - Provide displays and promotional materials to assist districts to participate in appropriate community events and activities
- 4. Within the Guiding Community
  - Encourage participation in service projects.
  - Encourage participation of uniformed members at approved events
  - Establish clear guidelines and training of mascot: Otter B.
  - A representative (preferably the Chair) attend all Area Meetings
  - A representative (preferably the Chair) attend Area planning days/weekend

#### Timeframes

- Hold regular meetings, recommended 5 - 7 per year
- Submit the following by the required deadline:
  - Committee reports to Area Council
  - An annual report
  - Regular articles for publication to ENews and Calendar
  - An annual budget
  - Submit reports to the Provincial PR Representative

#### Minute Distribution

- Committee (team) members
- Area Commissioner or her designate
- Provincial Public Relations Adviser

