



Southeast District Public Relations & Reflections Committee Guidelines

The role and responsibility of the Public Relations & Reflections Committee is to inform the public about NCCEAPA and promote the Southeast Districts contributions, activities and professional development projects; to create awareness in the community, as well as with the state association, district presidents, and Extension director of the SED projects and activities, and in doing so, promote the values and work of the organization.

The responsibilities of Public Relations are summarized below:

- Develop committee goals to achieve the SED public relations goals
- Promote NCCEAPA and its mission and goals in the community.
- Work with members to maximize public relations efforts.
- Understand the components of public relations that will help promote NCCEAPA to the community.
- Know NCCEAPA's role in Extension and be able to highlight them.

Document and create:

- News release
- Program reports
- Flyers
- Photographs
- Prepare standardized templates as needed for use by the district to be housed in the District's section of the NCCEAPA website

Disseminate information through:

- News releases
- Internet, including blogs and social networking sites
- Television

The responsibilities of Reflections are summarized below:

- The responsibilities of Reflections is to maintain the District history, in the form of electronic files of written/photographic documents that become part of the minutes of the SED membership meeting.
- Reports may include recent items such as event fliers, programs, news articles, and photographs, from the Southeast District NCCEAPA organization or its members/counties documenting community service and professional development projects furthering the mission of the NCCEAPA.

- Prior to each membership meeting of the District, a reminder will be sent to the membership requesting historical items be sent to the Public Relations & Reflections Committee Chair for inclusion in the Report. Submitted documents, with qualifying historical value, will constitute the Report.
- This Committee relies on the members to submit relevant written items or photos to be placed into the Report. Member submittals should include detail to thoroughly explain and identify the documents and pictures.