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**POSITION**: Public Relations Committee Member

**APPOINTMENT**: Appointed by the Public Relations Chair with the approval of the Chapter Board of Directors.

**RESIGNATION**: Letter of resignation should be sent to the Chapter Board of Directors.

**DISMISSAL**: May be dismissed by the Chapter Board of Directors for failure to attend meetings, failure to fulfill responsibilities and non-compliance with policies and procedures. Appeal of the dismissal must be submitted in writing to the Chapter Board of Directors.

**RESPONSIBILITIES**:

A. Participate in meetings and regular electronic communications of the Committee.

B. Maintain a file of all Chapter public relations activities and publications.

C. Promote public awareness and understanding of physical thera­py in accordance with APTA’s Vision Statement as adopted at the APTA’s 2013 House of Delegates.

D. Act as a liaison between the Chapter and The APTA Public Relations Department.

E. Prepare and distribute media releases on Chapter and District activities, professional involvement of physical therapists or physical therapy as a profession.

F. Collaborate with the Committee to develop and coordinate distribution of public relations materials in a variety of media across statewide venues.

G. Provide or supervise a biweekly post on the Chapter Facebook Page that equips students, PTs and PTAs to promote the physical therapy profession within their communities.

H. Promote active and regular use of Chapter and national social media sites by all Chapter members.

**BENEFITS:** By participating on the PR Committee, you help the Chapter move forward in accomplishing our mission. You may also advance your knowledge and skills in business management through your participation on a committee level as well as training opportunities and interaction with Chapter staff. Working closely with professional leaders in our state, you will gain understanding and appreciation of your profession that will impact your own contributions to your workplace and to the chapter.

**TIME COMMITMENT:** Average 2 hours per week, 8 hours per month.

**QUALIFICATIONS:** Must be an APTA Indiana PT, Life PT, PTA or Life PTA Member in good standing. In order to be successful, a basic knowledge of computers is required (word processing, email, social media access). A Public Relations Committee member should possess the ability to work in a team setting, be accessible for regular electronic correspondence, and be able to represent the physical therapy profession effectively and positively.

**EVALUATION:** The Chapter President will contact you prior to the end of your term for feedback on your experience as a volunteer leader. This will be used to update job descriptions and orient future Chapter leaders.

PRCHAIR: 07/15/89

REV: 12/03/96; 07/07/12; 3/16/14; 8/10/16; 10/11/19