

### □□ About the Public Relations Committee

**Description:** The focus of the Public Relations committee is on the continual quality asse

**Meetings:** The Public Relations Ctte will convene at the direction of the committee cha

**Reports To:** Committee will report their recommendations to the IPhA Board of Directors

#### **Goals/Objectives:**

1. Develop, maintain, and regularly perform CQI on the IPhA "Media Advisors" panel
  2. Develop "News Releases" which can be used to promote association and professional activities
  3. Maintain a contact list of media contacts throughout the state:
    - Radio/TV major contacts
    - Prints source, newspapers, magazines, etc.
    - Direct contacts at any media sources
    - Person to Person contact at any media source
    - Listing of editorial contacts at any media source
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- Develop and maintain the IPhA news-magazine section, dealing with highlighting the issue's practi