

□□ **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

- Develop and maintain the IPhA news-magazine section, dealing with highlighting the issue's practi