



FORT SASKATCHEWAN RINGETTE ASSOCIATION

TITLE: PUBLIC RELATIONS FUNCTIONS

POLICY #: 1611

Created: May 25, 2018	Last updated: March 12, 2019	Approved: March 12, 2019
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Ver no.	Effective Date	Significant Changes

1.0 Purpose

To outline the roles and responsibilities of the Public Relations Director of the Fort Saskatchewan Ringette Association's (FSRA) Executive Board.

2.0 Scope

This policy only applies to the FSRA Public Relations representative.

3.0 Terms

Public Relations – An elected member of the FSRA Executive Board who may serve for a minimum of a two-year term. He or She will inform the community about FSRA sponsored activities and events.

4.0 Policy

- 4.1 Public Relations must work with the Registrar to plan and implement an annual media blitz prior to the registration dates. The advertisements must be highly visible.
- 4.2 Public Relations must implement a plan to increase public awareness of the sport of ringette on a continual basis.
- 4.3 Public Relations will promote registration through activities that include but are not limited to announcements, schedules to schools posters and pamphlets posted throughout the community, media announcements, scheduling at least two Come Try Ringette events per year and participation in community events.
- 4.4 Public Relations must annually re-establish media contact and understanding. Public Relations should then inform the Team Managers of these arrangements and of the parameters to follow in order to publish articles and game scores.



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4.5 Public Relations is in charge of coordinating the taking of annual team photographs and recommending a plan of action to the Executive Board. This includes contacting the photographer and negotiating the best package possible, establishing dates and times for each team, ensuring photographs for sponsorships are properly framed, personally organizing retakes if necessary, ensuring coaches receive copies of the photographs, ensuring a photograph is printed for the arena picture, and following up with both the teams and the photographer.

4.6 The Public Relations (PR) Executive Member will work with the FSRA Treasurer to present the PR budget within the annual operating budget.