

The purpose is to define the scope and responsibilities of the Public Relations and Communications Committee.

1. The Public Relations and Communication Committee is a Standing Committee
2. The Committee shall be comprised of at least three members and shall create such sub-committees as required in consultation with the President and the Executive Director.
3. The Committee shall ensure that an attractive web site is established and maintained reflecting the highest standards of IT technology. The web site will provide members with all of the features and benefits outlined in Policy 8-3.
4. The Committee shall ensure that the News Section of the Web Site is current at all times.
5. The Committee shall ensure that the Massage Therapy Awareness Week is promoted in the Province of New Brunswick.
6. The Committee shall ensure that press releases are submitted to the New Brunswick media reflecting pertinent and positive information concerning the profession of massage therapy.
7. The Committee shall ensure that an advocacy program is established that will provide for the promotion of massage therapy services with employee association and unions and the other professions.
8. The Committee shall ensure that the Association is well represented at trade shows and expositions within the province insofar as the Association budget permits.
9. The Committee shall ensure that suitable brochures and mailing pieces are designed and approved for the use of the Members in promoting the profession of massage therapy.
10. The Committee shall send messages to the Members as the need arises.
11. The Committee shall utilize but shall not be limited to such communication tools as mail outs, the web site, mass messaging, and Regional Representatives.
12. Other duties as assigned by the President.