Committee Terms of Reference
Public Relations and Promotion Committee

1. The Public Relations and Promotion Committee (PR) shall be chaired by a member elected by the Board. The Committee shall consist of one or more members appointed by the Board.

Scope:

2. The PR Committee of the Federation has a prime job of assisting Ontario Associations and Clubs in promoting the movement throughout Ontario. Probably the most useful function of the Committee is to gather up good ideas and promotional material from various sources and distribute them in Ontario. The Committee shall provide information both to the movement and the general public.

3. The Committee shall:
Assist in the organization, development, and promotion of Clubs and Associations, when requested;
Encourage and promote growth of square and round dancing both inside and outside the movement; and,
Represent the Ontario movement regarding publicity and promotion to government, business, and square and round dance organizations outside Ontario.

Responsibilities:

4. Under the general direction of the Board of Directors, the Committee shall:
Shall be responsible for publishing Ontario Federation Newsletters;
Produce for the Federation, or coordinate with other movement organizations, the availability of square and round dance promotion supplies;
Prepare and distribute Federation news releases to Ontario Associations, CDN, American Squaredance, and any other like-minded publications;
Work with the Canadian Society and other Federations regarding promotion programs;
prepare or assist with promotional material for use with the general public and/or news media;
Share through the Federation Newsletter, or other methods, successful ideas from other movement organizations;
Assemble a list and library of information on promotion and recruitment in the movement; and,
Prepare an annual PR budget for the Federation.