



# COMMUNICATION COMMITTEE

## COMMITTEE COMPOSITION:

- A. State Chairman (appointed by the Chapter Executive Committee).
- B. District Chairmen (appointed by the District Executive Committee).
- C. At the discretion of the Chairman additional members may be appointed to the Committee.

## DUTIES AND RESPONSIBILITIES:

- A. Coordinate the publication of the Chapter newsletter, *Volunteer Voice*. With a goal of quarterly publication.
- B. Coordinate updates and revisions of the TPTA website.
- C. Manage APTA TN social media accounts with the Executive Director.
- D. Coordinate public relations events as determined by the annual strategic plan.
- E. Volunteer Voice

- 1. The State Chairman will serve as the Editor of *Volunteer Voice* and will:
  - a. Coordinate committee members to solicit material including original commentary, information from national office and relevant current events such that this publication serves to communicate pertinent information to the TPTA membership.
  - b. Serve as a resource person to assist the Executive Director in recruiting patrons and advertisers.
  - c. Review all material for potential conflict of interest, integrity, and accuracy to the best of his/her ability. The *Volunteer Voice* is a professional publication; errors, offensive statements and material damaging someone's reputation, privacy or morality must be avoided at all costs.
  - d. Work with the Executive Director who will assist with preparation, proofing, and distribution of the *Volunteer Voice*.

e. Provide district chairmen with regular feedback regarding contributions, Board action and directives from National regarding publications.

2. The committee members will:

a. Solicit material including original commentary, information from national office and relevant current events such that this publication serves to communicate pertinent information to the TPTA membership.

#### F. Website

1. The Chairman of the Communications Committee will assist the Executive Director as the Editor of the TPTA Website and will:

a. Coordinate committee members to review the website and make recommendations for updates at least monthly.

b. Coordinate committee members to make recommendations to the Executive Committee for any substantial changes to the website.

c. Review all material for potential conflict of interest, integrity, and accuracy, to the best of his/her ability.

2. The committee members will:

a. Review the website and make recommendations for updates at least monthly

b. Make recommendations for any substantial changes to the Executive Committee.

#### G. Public Relations

1. This Committee shall encompass the Chapter functions pertaining to public education/public relations activities within the state and may include target groups such as the medical community, the general public, and health and charitable organizations.

2. The Committee may promote National Physical Therapy Month by:

a. Announcing PT Month to the membership through various vehicles such as: mail out, e-mail, *Volunteer Voice*, and at Chapter and District Meetings.

b. Sending out press releases to media sources and contacting the media as indicated.

c. Providing a suggestion list of PR activities to the membership, (encouraging participation!).

d. Participating in PT Month.

e. Obtaining the Governor's Proclamation for declaring Physical Therapy Month in Tennessee.

f. Assisting Districts in obtaining mayor's proclamations for declaring Physical Therapy Month.

3. The Committee may provide a PR booth at the Chapter meetings when necessary for the purposes of:

a. Providing PT's information re: APTA, PT Profession, and local maps and restaurants.

4. The Committee may provide a PR booth at community events and/or targeted group meetings for the purposes of informing the targeted audience of the PT Profession or what physical therapy practitioners may do for that particular group

- H. Call meetings of the committee
- I. Submit report for each BOD meeting and an annual report to the Chapter.
- J. Prepare annual budget.
- K. Confer with successor regarding outline of routine duties and transfer files.
- L. Assist in Strategic Planning process and update assigned tasks through the year.