



## AAUW NEW MEXICO MEDIA RELATIONS CHAIR

**STATUS:** Serve as member of the Leadership Team, the Membership Committee and Public Policy Task Force. Appointed for a two-year term with a limit of three consecutive terms.

**QUALIFICATIONS:** Experience with the print, audio, visual and social media and in writing press releases or news articles. Ability to post to social media formats such as: Facebook and Twitter

**VACANCY:** Appointed by the Leadership Team upon recommendation of the President(s).

### DUTIES & RESPONSIBILITIES:

The Media Relations Coordinator shall:

- Coordinate newspaper, radio, television, and social media coverage of all New Mexico State AAUW meetings, workshops and conventions. Arrange for interviews of officers and leaders-on-loan with local media. Coordinates with Webmaster to have such coverage posted to State web page as appropriate.
- Coordinate publicity for membership statewide and appropriate media coverage for public policy statements and press releases.
- Coordinate press releases and media coverage of joint activities cosponsored by statewide coalitions in which AAUW takes an active part.
- Coordinate media coverage for any and all Branch or Statewide awards with recipient's home town news media, and the convention site media as appropriate.
- Forward publicity from the Association to appropriate branch officers.
- Keep a paper or digital file of AAUW activities within the state and forward clippings or digitally formatted publicity of outstanding state and branch activities to the AAUW Public Information Office.
- Maintain a statewide media contact list.
- Administer and account for the media relations budget item. Submit a budget request for the coming year to the Finance Chair by April 1.
- Plan with successor for a smooth transition of responsibilities. Prepare materials and pass on permanent files before July 1 or the conclusion of office.