PUBLIC RELATIONS BOARD CHARTER

ARTICLE I. NAME
The name of this organization shall be the ASUCSD Public Relations Board, herein referred to as the "Board."

ARTICLE II. PURPOSE
The Board is hereby established as the body responsible for the planning and coordination of the ASUCSD Council’s interface with its publics. The Board shall provide the ASUCSD Council with four major service areas: advice, communications service, public relations action programs, and public issues research and analysis. The Board shall provide feedback to the ASUCSD Council via the Director of Public Relations.

ARTICLE III. MEMBERSHIP
A. Chair
   1. Director of Public Relations
B. Voting Members
   1. Publicity Manager
   2. Editorial Services Manager
   3. Events Manager
   4. Research Manager
C. Ex-officio Members
   1. Assistant Programmer - Publicity
   2. External Affairs Publicity Coordinator
   3. Income Manager
   4. Publication Staff Members
   5. Posting/Distribution Assistant
   6. Additional necessary members to be created by the ASUCSD Public Relations Board.
   7. ASUCSD President
   8. Vice President Administrative
   9. Vice President External Affairs

ARTICLE IV. POWERS AND RESPONSIBILITIES
A. Director of Public Relations
   1. Objective: To establish and maintain relations between the ASUCSD Council and its various publics; and to assist the Council to act in the public interest and to create public programs to further knowledge, understanding, and acceptance of the Council’s positions and programs; and to achieve public support.
   2. Function: Responsible to the ASUCSD Executives for developing, establishing, and carrying out public relations policies, procedures, plans, and programs which will generate and maintain favorable attitudes by general and specific publics toward the Council; and for advising and making recommendations in the determination of Council objectives, policies, and plans insofar as they affect or are affected by public relations considerations. Responsible for interpreting the Council’s character to the public and for analyzing, interpreting, and evaluating public opinion to the Council.
   3. Shall oversee the execution of all duties of the Public Relations Board prescribed herein and in the ASUCSD Constitution.
      a. Shall preside over the Public Relations Board.
      b. Shall be responsible for all finances relating to the Board.
      c. Shall appoint, in accordance with the ASUCSD Public Relations Board Bylaws, members to the Board, and submit necessary nominations to the Council.
      d. Shall monitor the performance of Board members and take appropriate actions to remedy unsatisfactory performance.
   4. Shall work with the ASUCSD Council to develop short- and long-range public relations objectives, plans, and programs.
      a. These objectives, plans, and programs shall target a range of general and specific publics, and shall include intra-Council relations.
   5. Shall advise the Council on all matters of public relations.
      a. Shall be an ex-officio member of the ASUCSD Executive Committee.
      b. Shall assist Council Members in the development of programs consistent with overall Council policies and objectives.
      c. Shall assist Council Members in the preparation and review of speeches, statements, and reports for delivery to the public.
d. Shall advise the Council on all aspects of identification and graphics.
e. Shall provide feedback from the Board to the Council.

6. Shall implement a planned program of communication to all concerned publics.
   a. Shall develop and maintain relations with various groups whose acceptance or influence is of special interest to the Council.
   b. Shall establish and maintain favorable relations with appropriate local on- and off-campus media.
      1. Shall manage relations with all public information media and release information concerning the Council to those media.

7. Shall preside over all Public Relations events.
8. Shall coordinate with and assist Board Members in the execution of public relations activities.

B. Publicity Manager
   1. Objective: To actively advertise ASUCSD sponsored events and to coordinate the content and timing of all publicity efforts.
   2. Function: Responsible to the Director of Public Relations for the creation, duplication, and distribution of all Council publicity efforts; and for insuring all such campaigns' compliance with Public Relations Board policies and guidelines.
   3. Shall direct and coordinate all Council and Council-related publicity efforts.
      a. Shall coordinate publicity efforts with the appropriate officers in the Programming and External Affairs offices.
      b. Shall aid Council Members in the production of flyers, banners, or other methods of advertisement.

4. Shall be responsible for all publicity related finances.
5. Shall coordinate the A.S. Posting and Distribution Service.
   a. Shall be informed on posting and distribution policies for each of the colleges, Price Center, the Student Center, and other posting and distribution locations.
   b. Shall coordinate with the Posting/Distribution Assistant.

C. Editorial Services Manager
   1. Objective: To provide the Council with top quality publications and editorial assistance and maintain quality control of non-publicity related materials prepared and distributed by the Council.
   2. Function: Responsible to the Director of Public Relations for the editing and publication of Council publications, to serve as principal writer and editor for the Board, to assist with the preparation of news releases, bulletins, and presentations; and for insuring the compliance of all Council and Public Relations publications with Public Relations Board policies and guidelines.
   3. Shall serve as Editor-in-Chief of the ASUCSD monthly newsletter.
      a. Shall recruit, train, organize, manage, and coordinate the newspaper staff.
      b. Shall organize regular staff meetings.
      c. Shall ensure regular publication.
      d. Shall solicit appropriate submissions.
      e. In the case that staff is not recruited, the Editor shall write material for the newsletter with the help on input from the A.S. Council.

4. Shall assist with the production of written public relations tools (press releases, backgrounders, stand-by statements, Qs and As, press kits, etc.).
5. Shall maintain an archive of all Council and Public Relations publications, excluding student media.
6. Shall be responsible for all Public Relations publication related finances.
7. Shall be responsible for the production of suggestion box updates on a monthly basis.

D. Events Manager
   1. Objective: To use special events and create situations as a vehicle of communications to educate and inform the Council’s publics of the Council’s actions, positions, and programs as well as enhance the goodwill and reputation of the Council.
   2. Function: Responsible to the Director of Public Relations for the formulation, development, and execution of special activities to create greater visibility, positive understanding, and goodwill for the Council; and for insuring that all Public Relations events adhere to Public Relations Board policies and guidelines.
   3. Shall plan, assist, and advise on programs designed to create goodwill and public understanding in various publics.

4. Shall create and develop events to showcase and promote the Council’s functions and services.
5. Shall schedule and coordinate necessary special events or other opportunities for Council Members to express the Council’s position or viewpoint to the various publics or media.
6. Shall schedule, organize, and coordinate all Public Relations Events.
   a. President’s State of the Campus Address
   b. Student Affairs Forum
c. A.S. Info Night
d. Press Conferences
7. Shall preside over Public Relations Events in the absence of the Director of Public Relations.
8. Shall assist the Vice President Administrative in the development, planning, and coordination of regular intra-Council activities.
9. Shall be responsible for all Public Relations event related finances.

E. Research Manager
1. Objective: To provide an intelligence system and reference file accessing whatever information is needed for decision making and for achieving Council objectives.
2. Function: Responsible to the Director of Public Relations for the development and operation of a research function to support efforts of the Board and the Council; and for actively investigating public opinion as it relates to the Council.
3. Shall develop a permanent system of quickly measuring the attitudes and opinions of various publics in relation to a given issue.
   a. Shall conduct and supervise attitude and opinion surveys.
4. Shall maintain records and research the impact of all Council public relations efforts.
   a. Shall take minutes and be responsible for all records of all Board meetings.
5. Shall study various issues of interest to the Council and determine public reaction to them.
6. Shall develop a basic research function for use by Council Members on special projects, such as report writing, etc.
   a. Shall determine the informational needs of the Council as related to its activities and interests.
   b. Shall develop a basic research file containing essential elements of information.
   c. Shall maintain a record of all media coverage of the Council, related topics, and other topics and issues of interest to the Council.
   d. Shall maintain Council archives and assist in developing a Council history.
   e. Shall communicate with the Vice President Administrative, ASUCSD Secretary, External Affairs Research Coordinator, and other appropriate Council Members.
   f. Shall assist Board and Council Members with their research needs.
7. Shall be responsible for all Public Relations research related finances.

F. Posting/Distribution Assistant
1. Personnel matters:
   a. Shall be hired jointly by the Director of Public Relations.
   b. Shall work within the assigned number of hours per week unless otherwise requested by the Director of Public Relations.
   c. Shall serve on good performance, subject to dismissal by the Director of Public Relations, in accordance with University employment practices.
2. Objective: To actively and efficiently realize the goals of the A.S. Posting and Distribution Service.
3. Function: Responsible to the Publicity Manager for the posting and distribution of flyers, banners, and other materials, in compliance with all established posting and distribution regulations; and for the appearance and upkeep of all posting and distribution locations.
4. Shall post flyers, posters, banners, and other appropriate items in strategic places on-campus and, at the request of the Director of Public Relations, off-campus.
5. Shall distribute publications, pamphlets, reports, and other appropriate items in strategic places on-campus and, at the request of the Director of Public Relations, off-campus.
6. Shall remove outdated and improperly posted/placed material from posting and distribution locations.
7. Shall perform all duties in accordance with appropriate posting and distribution policies.
8. Shall submit a weekly logistic report to the Director of Public Relations.

Article V. Events, Publications
A. Authority
1. The Board shall have the authority to create such sub-entities as necessary to execute the purpose stated in the Charter.

B. Events
1. President’s State of the Campus Address
   a. Objective: To provide the ASUCSD President with an opportunity to address the public, promote positive understanding, and provide greater visibility for the Council.
2. Student Affairs Forum
A. Objective: To provide students with a constructive opportunity to directly interact with the university administration; and to allow the administration to experience directly and to understand positively general student sentiment.

3. A.S. Open House
   a. Objective: To inform the student body of opportunities for involvement in Council-related leadership opportunities, and to provide greater visibility for the functions and activities of the Council.

4. Press Conferences
   a. Objective: To provide the ASUCSD Council with an opportunity to interact with campus media, promote positive understanding, and provide greater visibility for the Council.

C. Publications
   1. Weekly Guardian Advertisement
      a. Objective: To actively advertise ASUCSD sponsored events and provide students with regular, timely information on events and opportunities open to them.

   2. Monthly Newsletter
      a. Objective: To inform the public of the activities and nature of the Council; and to further knowledge, understanding, and acceptance of the Council’s positions and programs; and serve as the official ASUCSD newspaper.
      b. Shall be distributed to various publics including but not excluded to SAAC, IFC/Panhellenic, student co-ops, five colleges, Vice-Chancellor(s), The Guardian, Alternative media, A.S. Services and Enterprises, the A.S. Council and the Student Activities/Governments Cluster.

Article VI. Meetings
A. Meetings
   1. Meetings of the Board shall be presided over by the Director of Public Relations.
   2. The Board shall meet on a regular basis.
   3. All meetings shall be open to the public.

B. Quorum
   1. Fifty percent (50%) of the Voting Members shall constitute a quorum.
   2. Ex-officio Members shall not be counted towards quorum.

Article VII. Amendments
A. Amendments to this charter may be proposed by any ASUCSD Council Member, or submitted to the ASUCSD Council on behalf of the Board by the Director of Public Relations.
B. Ratification of and amendments to this charter shall require a majority vote of the ASUCSD Council.