PUBLICITY AND PUBLIC RELATIONS COMMITTEE

OBJECTIVES
To develop program and publicity material that will create public awareness of the internal auditing profession, The IIA, the chapter, and the accomplishments of its members. To generate favorable interest in internal auditing and enhance the image of the profession.

STRUCTURE
The committee shall be appointed by the chapter president.

RESPONSIBILITIES
1. Develop and implement plans for public information programs and news releases through which the chapter and the profession may achieve broader public recognition. Send information about speakers and events to the news media prior to the event or consider submitting a news release immediately after the event.
2. Contact local media to learn how they prefer to receive reports of chapter events.
3. Submit news of special events such as presentations given by members or service awards received by members. Obtain local press coverage for new CIA recognition and announcements for seminars and conferences in the vicinity.
4. Maintain a scrapbook of all publicity received. Take photos of all featured speakers and special activities for the scrapbook, newsletter, and Web site.
5. Send meeting notices to the secretaries of other organizations in related disciplines such as chartered accountants or certified public accountants.
6. Invite financial and business editors to meetings to learn what type of information they consider newsworthy.
7. Maintain or develop closer ties with related organizations in the area by encouraging joint meetings or activities and exchanging information on programs and seminars of special interest.
8. Send newsworthy items to IIA Global Headquarters’ Editorial Department (pr@theiia.org) for possible inclusion in future publications.
9. Maintain a file of records and correspondence to pass on to successor at the close of the chapter year.