

# **NATIONAL TUNIS SHEEP REGISTRY, INC. PROCEDURES**

## **EFFECTIVE DATE:**

May 31, 2009

## **COMMITTEE:**

Public Relations and Advertising Committee

## **PREPARED BY:**

2008 Public Relations and Advertising Committee comprised of Jozi Best, Debbi Brown, and Dale Huhnke

## **PURPOSE:**

The purpose of the public relations and advertising committee is to promote the Tunis breed and its breeders in local and national magazines and newspapers plus promote upcoming major sales and shows where Tunis Sheep have entries.

## **RESPONSIBILITIES:**

The public relations and advertising committee fulfills its purpose in the following ways:

- Create ads and place in major sheep magazines and links in websites.
- Create media schedule that uses ads for magazines and website links.
- Use the NTSRI website, [www.tunissheep.org](http://www.tunissheep.org), to announce upcoming Tunis meetings, shows and sales events.
- Maintain model release forms with Secretary of NTSRI for any photos and quotes for written articles and photo essays with NTSRI members.
- Work in conjunction with other committees to promote Tunis activities and events.
- Maintain and update all Tunis logos and designs.

## **INTERNAL COMMITTEE OPERATIONS:**

The public relations and advertising committee should be comprised of at least three NTSRI members but no more than four members. Any NTSRI member can become a member but should have a background in advertising, public relations and web experience with suggested membership of the committee by the current President of the NTSRI board with consent of the current committee chair.

The Chairperson of the committee will be elected from the committee at some time after NAILE but no later than January 31. NAILE effectively closes the show and sale year and signifies the beginning of a new show year.

The committee will meet and plan the upcoming year of advertising and public relation stories. The year shall be comprised from May 31 thru May 31 of the following year.

Only those proposals that receive a simple majority approval will be forwarded to the Board as committee business. A tie vote on any proposal will not be forwarded to the Board.

Any complaints to the committee must be addressed to the committee in writing clearly outlining the issue or concern. Suggestions for a possible remedy should also be included. The committee will acknowledge receipt of the complaint in writing within 5 days and will provide a written response to the complaint within 30 days. A copy of the complaint and the committee response will be provided to the Board as soon as possible but no later than the next Board meeting.