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President
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Policies & Procedures

PRSA

Georgia Chapter

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Introduction

This document is designed to present a clear view of PRSA Georgia (Chapter) operations and expectations. It is important to your role, because being a Chapter leader requires you to be actively engaged in understanding how we operate, the needs of our members and how your work – whether one year or many – on the Board can be documented to ensure knowledge-share year-after-year.

What is a P&P document?

Policies and Procedures (P&P) serves as a reference to help existing and future Chapter leaders facilitate and enhance the Chapter's operations. All policies and procedures noted are created to advance the mission of the Chapter as stated in the strategic plan (available on our Chapter website) and provide practical guidance for conducting business and routine Chapter operations.

How is a P&P document different from Bylaws?

While the Bylaws of the Chapter provide governance, the P&P provides guidance for the day-to-day operations. It defines Chapter leadership roles and responsibilities, committee roles and responsibilities and contracted partner roles and responsibilities.

Why do we need a P&P document?

The P&P exists as our operating manual for running the PRSA Georgia Chapter in the event that current leadership is unable to perform duties and support leadership transition. This P&P reflects a combination of tradition and current policies/best practices and is designed to be a living document that evolves with the Chapter and its operations. It should be updated annually by the Immediate Past President, who is engaged with current Board members and volunteers. The Chapter policies and procedures should also be used as an orientation reference for new Board members and committee co-chairs, as well as a blueprint for annual Chapter operation.

What is our vision?

Evolve PRSA Georgia as a nimble, forward-thinking organization, delivering relevant and timely information and resources to help develop trusted communications counselors, strategic thinkers and sought-after leaders throughout all career stages.

What is our mission?

The Chapter advances the profession by preparing communicators to:

- Build strategic thinking (professional development, growth opportunities)
- Address critical industry issues as they arise
- Elevate ethical standards
- Understand and drive diversity (not limited to: race, ethnicity, gender, sexual orientation, language, culture, religion, mental/physical ability, class/immigration status)
- Share and promote best practices
- Foster lifelong learning

About the Chapter

Founded in 1952, the Georgia Chapter of PRSA has a rich history of being an active group of public relations practitioners who are entrenched in all genres of communications across the Southeastern United States. With more than 600 members, the Chapter is currently the second largest PRSA chapter in the nation. Our membership represents many of today’s leading corporations, nonprofits, government and academic institutions, technology innovators, independent counselors and consultancies.

How is Chapter leadership structured?

The Chapter is comprised of an Executive Committee, Chapter Officers, Directors-at-Large and Assembly Delegates. Details about each leadership position and specific responsibilities can be found in the Chapter Leadership section of this document.

In addition to these volunteer positions, the Chapter contracts with outside partners to fulfill the roles of Chapter Administrator, Webmaster and Bookkeeper annually as well as expert contracts (such as CPAs for taxes) on an as-needed basis.

What is the core function of the Chapter within PRSA National?

The Chapter enjoys a close and dynamic relationship with PRSA National, the corporate membership association entity for PRSA. Our members are considered some of the most forward-thinking and innovative professionals in today’s PR environment and our Chapter sets many of the best practices called upon by PRSA National. We are frequently asked to host national events, contribute to publications, provide national leadership and support/guide smaller chapters across the country.

What are the key activities the Chapter conducts/advances?

The chart below represents the core business activities conducted during each calendar year.

Q1: Getting the House in Order	Q2: In Full Swing
<p><i>January</i></p> <ul style="list-style-type: none"> ● Kickoff fiscal year ● Host first official Board meeting of the year, with a presentation of the committee leadership’s goals and objectives. ● Hold Chapter Leadership orientation ● Contact PRSA Foundation about scholarships supported <p><i>February</i></p> <ul style="list-style-type: none"> ● Jumpstart Accreditation sessions ● Annual Conference ● Review incident plan ● Open PRism Scholarship application 	<p><i>April</i></p> <ul style="list-style-type: none"> ● Assembly Delegate webinars begin ● Chapter President identifies Chapter’s lead delegate <p><i>May</i></p> <ul style="list-style-type: none"> ● College of Fellows applications due ● Talent assessment by Board <p><i>June</i></p> <ul style="list-style-type: none"> ● Mid-year review with all committee and SIG chairs and leadership ● Nominating Committee formed ● Call for Chapter leadership nominations

<p><i>March</i></p> <ul style="list-style-type: none"> • Order of the Phoenix appointments 	<ul style="list-style-type: none"> • Call for Phoenix Awards entries opens
<p>Q3: Preparing for Transition</p>	<p>Q4: Setting a Foundation for the Future</p>
<p><i>July</i></p> <ul style="list-style-type: none"> • Nominating Committee meets/prepares slate of officers • Call for Phoenix Awards entries close <p><i>August</i></p> <ul style="list-style-type: none"> • Present slate of officers to Board • Order of Phoenix inductee(s) selected <p><i>September</i></p> <ul style="list-style-type: none"> • Slate of officers presented at monthly meeting and announced via Chapter communication channels to members • President-elect begins identifying next year's committee chairs 	<p><i>October</i></p> <ul style="list-style-type: none"> • PRSA National Leadership Rally • Officer elections • International PRSA Conference and Leadership Assembly • Prepare budget for following year <p><i>November</i></p> <ul style="list-style-type: none"> • Appoint committee chairs and Board liaisons for following year • Awards Celebration • Transitions begin with Board members and committee chairs • Onboarding of new Chapter leadership <p><i>December</i></p> <ul style="list-style-type: none"> • Close fiscal year; final Treasurer's report • Transition to next Chapter President • Incoming Treasurer added to Chapter's bank account

**Committee meetings ongoing throughout the year*

Key Operational Highlights:

- Board meetings are typically held the third Wednesday of each month. Board meetings may be held in person, virtually or in a hybrid format. When meeting in person or in a hybrid format, Board members are expected to make every effort to attend in person.
- If a Board member is unable to attend a meeting for any reason, they are expected to notify the Chapter president and secretary in advance to see if an alternate should be sent in their place.
- The following meetings can be held monthly:
 - Monthly Chapter meetings
 - SIG monthly meetings

Chapter Leadership

The Road to Leadership

PRSA Georgia members who remain in good standing and become active in the Chapter, e.g., regularly attend monthly meetings and webinars, serve on Chapter committees, etc., may choose (or be asked) to serve in a leadership position as a committee chair or co-chair. These members may then choose to continue to elevate their service even further at the Board level, including consideration as a future Chapter Officer on the Executive Committee. The following path is recommended for members interested in this pursuit:

1. Active participation in the Chapter's everyday activities including committee involvement, professional development events, networking events, SIG events, etc.
2. Service on a committee with successful, results-oriented participation, i.e., demonstrate return on investment for the committee's activities and achievement of measurable objectives
3. Service as a committee co-chair, moving from participation in a committee to leading a committee, setting metrics and motivating committee members to exceed goals
4. Applying lessons learned from one chair/co-chair experience to another, for example, serving on the Membership Committee, then leading as co-chair on that committee, then moving to co-chair the Professional Development Committee
5. Members who desire Board and Executive Committee levels preferably serve as the co-chair or chair of a revenue-generating committee: Awards, Membership, Professional Development, Sponsorships/Partnerships, Annual Conference, Website, etc.
6. After successfully co-chairing at least one committee, a member is eligible to become a Board liaison, with accountability for one or more committees.
7. The current track for officer-level service requires a five-year commitment:
 - a. Secretary
 - b. Treasurer
 - c. Vice President/President-elect
 - d. President
 - e. Past President
8. To be considered for officer-level service, it is preferred that a Board liaison have at least one term as liaison for a revenue-generating committee.
9. Members interested in positions of increasing responsibility should notify Board members or the Chapter Administrator, so they can be considered by the Nominating Committee for a potential rotation through Board service.
10. The Nominating Committee has the final say in the proposed slate of Officers, Directors-at-Large and Assembly Delegates presented to the Chapter membership for vote/election.

11. NOTE: While Accreditation is not required, it is preferred.
12. To be considered for officer-level service, it is preferred that the Board liaison be a Georgia resident located in or near Metro Atlanta or be willing and able to be physically present for all Board meetings, major Chapter events and bank meetings.

What Are the Different Chapter Roles and Core Responsibilities?

Following is an overview of the roles and responsibilities of Chapter leaders.

Every Chapter member serving in a leadership capacity has a responsibility to understand their role in demonstrating and promoting fiscal responsibility of the Chapter.

Titles and terms for these roles are defined in the section on nominations and elections.

Chapter Officers and Executive Committee

About Chapter Officers:

PRSA Georgia officers include the president, president-elect, treasurer and secretary. All officers are elected by the general Chapter membership at the Chapter's annual meeting for a term of one calendar year and until their successors are elected and installed. No officer having held office for two consecutive terms is eligible to succeed again to the same office.

As a general practice, officers are first elected to the secretary role and subsequently recommended to serve through the treasurer and vice president/president-elect roles before becoming president. This succession plan best prepares and informs the president of day-to-day Chapter operations.

About the Executive Committee:

The Executive Committee is comprised of all officers, the immediate past president and the Chapter Administrator, serving as ex-officio. The Executive Committee meets throughout the year at the president's discretion.

Core Officer Responsibilities:

President

- Presides at all regular, special and annual meetings of the Chapter membership and at all Board meetings
- Directs all Chapter affairs at all times
- Appoints chairs/co-chairs and members of all standing committees, special committees and task forces
- Serves as the Chapter spokesperson
- Performs all other duties incumbent upon the office as prescribed by the Board
- Appoints a member(s) to update the Chapter Bylaws every three (3) years (Note: the next update will be in 2023).
- Holds the Executive Committee and Board accountable to fulfill their individual roles

President-elect

- Presides in the absence of the president at all Board and membership meetings
- Assists the president in the discharge of the duties of the office and performs other duties as prescribed by the Board
- Responsible for managing updates to PRSA Georgia's strategic plan every two years (Note: the next update will be in 2023).
- Serves as back-up spokesperson for the Chapter if the president is not available.
- Serves on the Order of the Phoenix Election Committee
- Performs other duties as assigned by the Chapter president

Treasurer

- Responsible for the accurate recordkeeping and reconciling of all monies received, invested and expended by PRSA Georgia
- Works closely with the Chapter Administrator and Chapter accountant/bookkeeper, currently a contracted position, who is responsible for ensuring all funds received are deposited and/or invested in the financial institution account(s) designated by the treasurer and approved by the Board
- Ensures all funds are disbursed or invested as ordered by the Board
- Leads the relationship with the Chapter's banking institution and is the chief signer of all checks on behalf of the Chapter. This process should be set up with the bank relationship manager every December for the following year.
- Prepares and recommends the annual Chapter budget, makes monthly financial reports to the Board and performs all other duties incident to the office or prescribed by the Board
- Responsible for oversight of any contracted bookkeeper
- Ensures each appropriate officer is a designated signatory on Chapter accounts. (All checks written against Chapter accounts require one signature of the president, treasurer or president-elect. Any check of \$7,500 or more, shall require the signatures of two officers (president, treasurer or president-elect). Only the Chapter treasurer can set up automatic payments, payees and add user designation access to the Chapter's bank accounts.
- Available to assist the Chapter Administrator, Board liaisons and committee chairs with all financial questions, as needed (See Article 3, Section 7, in the Chapter By-Laws for more detailed information.)
- Performs other duties as assigned by the Chapter president

Secretary

- Responsible, in coordination with the Chapter Administrator, for recording and keeping all formal PRSA Georgia records, except financial records. This includes minutes of the monthly Board meetings.
- Responsible for making accessible to the Board, upon request, the current Chapter By-Laws, policies and procedures, and any amendments, resolutions or minutes pertinent to the current affairs of the Chapter
- Serves as the Chapter parliamentarian and is responsible for all Board and Leadership communication
- Responsible for maintaining Chapter Leadership list with current contact information
- Performs other duties as assigned by the Chapter president

Immediate Past President

- Serves in an advisory role to the Executive Committee and at Board meetings
- Serve as chair of the Nominating Committee
- After serving the term as president, the immediate past president is responsible for reviewing and updating P&Ps, which are to be presented to the Board to be updated annually
- Performs other duties as assigned by the Chapter president

Directors-at-Large (Board members other than officers, Assembly delegates and alternate delegate)

- Participate in Chapter activities and play an active role in carrying out the business and decision-making tasks of the Board. May be asked to accept special assignments as deemed necessary by the Chapter president.
- Participation in Board meetings is required as defined in Chapter By-Laws Article IV, Section 13 (a).
- Required to sign a commitment document in January detailing their gift of time and talent
- Required to sign a conflict of interest and anti-harassment document

Liaison provides leadership and is accountable for one or more committees, as assigned by the Chapter president:

- Expected to routinely engage with and report on the status of those committees, including bringing forward any proposal requiring Board input or approval
- Expected to attend committee meetings, ensure monthly and other committee reports are submitted in a timely manner, oversee budget requirements and alert the treasurer if there are budget discrepancies
- Responsible for ensuring the committee provides any appropriate documentation or proposals to the Chapter Administrator and Board

NOTE: No Chapter member, including Board members and committee co-chairs, is allowed to sign contracts or commit Chapter funds. This is the sole responsibility of the Chapter Administrator in conjunction with the treasurer, and/or president, as appropriate.

How is a Committee/Subcommittee Created?

The president may appoint, with the approval of the Board of Directors, such committees and task forces and their co-chairs as deemed necessary or advisable for conducting the affairs of the Chapter. The duties of any such group and its tenure shall be determined by the Board.

In 2023, these Committees include:

- Accreditation
- Annual Conference
- Awards and Awards Celebration
(Phoenix Awards, Awards Celebration and Chapter Awards/Chapter Champion)
- College Relations
- Diversity, Equity & Inclusion
- Ethics
- Membership
- Nominating
- Professional Development

- Special Interest Groups
- Social Media
- Sponsorship
- Website/Newsletter

Additionally, special committees for relatively short duration may be established and appointed. All members of all committees must be PRSA Georgia and PRSA National members.

Committee co-chairs can create subcommittees deemed necessary to the efficient functioning of the committee with the Board’s approval. The subcommittee chair shall, if possible, be selected from the membership of the committee that created the subcommittee.

How Do Committees Track Progress/Successes?

Each committee, task force and special committee co-chair shall submit reports monthly to the Board of Directors to keep the Board informed and to gain guidance and approval.

Assembly Delegates and Alternates (Delegates and alternates to the annual PRSA Leadership Assembly serve as the official representatives of PRSA Georgia.)

- Present such matters and commit their votes as directed by the Chapter’s Board of Directors. When not directed, delegates and alternates must, in a responsible manner, vote for or against issues which, in their judgment, are consistent with Chapter objectives and serve the best interest of PRSA Georgia members.
- As defined by the PRSA By-Laws (Article IV, Section 2), Assembly Delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. (PRSA Georgia also prefers that these individuals be, or have been, PRSA Georgia officers or Board members. The only other scenario would be that the individual is a past national PRSA chair and chief executive officer, as well as a member of the Georgia Chapter, and could be elected as a delegate. Each shall be elected by the general Chapter membership for a two-year term.)
- The president will appoint one Delegate to oversee the Chapter’s Assembly Delegates. That person must attend the scheduled Chapter Board meeting or call preceding the National Conference to provide an overview of and insight on the issues and amendments that will be presented and voted on at the National Assembly.

What if there is a Vacancy in Chapter Leadership?

In the event of a vacancy in the office of the president, the president-elect shall succeed to the office for the remainder of the presidential term. The president-elect shall appoint a vice president, not to be designated president-elect, unless elected by the general membership at the next Annual Meeting (see the nomination process including the 10-signature requirements, etc.). Since, in such a case, the new president shall not have served a full term in office, he or she shall be eligible to be elected to the Chapter presidency for the next calendar year. Should the Chapter lose a member of the Executive Committee, the president shall convene the other members of the Executive Committee, present the challenge and determine next steps. Usually, the succession plan is moved up a year, to ensure best practices and scope of responsibilities are learned.

How are Nominations and Elections Handled?

Nominating Committee: Appointment and Duties

The president shall appoint a Nominating Committee of seven members at least 90 days before the Chapter's annual meeting. The Nominating Committee includes the immediate past president as chair, the president-elect and five Chapter members, each having been a Chapter member for at least two years. The Chapter Administrator shall serve in an advisory capacity as an ex-officio member of the Committee. The Nominating Committee should consider diversity as a criterion for potential nominees. Nominees should have demonstrated dedicated and effective leadership in the Chapter, and represent a cross-section of the Chapter's membership and include a wide range of experience, areas of practice, ethnicity, demographics, consistent Chapter service as a leader, years of successful experience as a PR leader, etc. Accreditation is a plus but not required.

Names of the Nominating Committee members will be announced by the Chapter in conjunction with an invitation to the membership to recommend candidates for the slate. The process is outlined below:

1. The slate is prepared by the Nominating Committee to contain at least one qualified candidate for each available elected position. No member shall be nominated without that member's permission and acceptance, to be verified by the Nominating Committee Chair, or the president-elect.
2. The Nominating Committee chair reports the Committee's slate of candidates to the Board of Directors at least one month in advance of the annual meeting, with two months being the preference (August).
3. The slate selected by the Nominating Committee is presented at the Chapter meeting immediately preceding the Chapter's annual meeting (Usually in August/September depending on when the Board meeting/annual meeting fall on the schedule, with parallel communications in the monthly email newsletter and on the Chapter's website and social media channels).
4. The president will issue a call for additional nominations from the floor for all positions, except president.

The president's remarks should note that nominations may be offered only by members in good standing and must be accompanied by a petition signed by at least 10 members in good standing and received by the Nominating Committee chair at least 10 days in advance of the annual meeting to allow for verification with the nominated individual.

Elections at Annual Meeting

The full slate of nominations will be presented for vote unless additional nominations are submitted. Elections are conducted by voice vote if in person, or if held virtually, by vote via chat or other digitally-enabled function.

If there are two or more candidates nominated for a single office, the Chapter secretary shall provide each member in good standing with a ballot at the annual meeting. The ballot will include the names of all candidates and the positions for which they are candidates. The candidate receiving a simple majority of votes shall be elected. In the event of a tie, the Board of directors will direct that a run-off election be held at the next regularly scheduled Chapter meeting.

A simple majority of members in good standing in attendance, virtually or in person, at the annual meeting elect the officers, Board of directors and assembly delegates. No proxy votes are allowed.

A full explanation of the nomination/election procedure (described above) is communicated to the membership through normal Chapter communications preceding the annual meeting elections.

Titles and Terms

At the annual meeting, the following shall be elected:

Officers

A president-elect, secretary and treasurer, each to begin a term of one year at the start of the next calendar year. Each will serve for 12 consecutive months or until their successors are elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year. The president-elect shall succeed the president.

Directors-at-Large

A full term for a Board member is 24 consecutive months. The PRSA Georgia Board of directors shall consist of up to 17 members: the Executive Committee and up to 12 directors. The size of the Board may increase or decrease at the Board's approval. Board positions will start the next calendar year. When a vacancy occurs for any reason, successors shall be elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year. Members who are appointed to fill an unexpired term by the president may subsequently be elected to a full two-year term.

Assembly Delegates and Alternates

According to PRSA By-Laws (Article IV, Section 2), there shall be one assembly delegate for each 100 members or fraction thereof. To be eligible for election, delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. PRSA Georgia gives preference to individuals who are or have been PRSA Georgia officers or members of the Board of directors. Delegates serve two-year terms. Alternate Delegates serve a one-year term. When a vacancy occurs for any reason, successors are elected by the membership at the annual meeting or appointed by the president with the Board's approval at any other time of the year.

Contracted Positions

PRSA Georgia currently maintains contracts for three key positions: Chapter Administrator, bookkeeper and webmaster. Key responsibilities for these positions are outlined below. More detailed descriptions can be found in the Appendix.

Chapter Administrator

Chapter Administrator Roles and Responsibilities

The PRSA Georgia Chapter Administrator is responsible for supporting the Chapter's general operations. Primary responsibilities include communicating with members, supporting the President and Board in fulfilling their roles (including the Chapter financials), facilitating events and liaising with PRSA National. The Administrator reports to the Chapter President and communicates regularly with leadership to meet the Chapter's goals and objectives.

According to PRSA Georgia By-Laws, the Chapter Administrator is an ex officio non-voting member of the Executive Committee, participating in decision-making, debate and discussion, and informs, but does not vote.

The Chapter Administrator is a contracted position and is reviewed and selected by the Executive Committee.

Appendix

The following items are included in the appendix as additional resources to support the information in this document:

1. Board of Directors Commitment Agreement p**15**
2. Committee Chair Commitment Agreement p**17**
3. Code of Ethics p**18**
4. Conflict of Interest Policy p**18**
5. Incident Communications Plan p**21**
6. Detailed Descriptions of Contracted Partner Responsibilities p**23**
7. Key-man Executive and Financial Information p**24**
8. Chapter Branding Guidelines p**26**
9. Social Media Guidelines p**26**
10. Website Style Guidelines p**27**
11. Diversity, Equity and Inclusion Statement and Beliefs p**32**
12. Bylaws p**34**
13. National PRSA Non-Discrimination and Anti-Harassment Policy p**42**

Board of Directors Commitment Agreement

This statement of individual Board member responsibilities clarifies expectations and provides criteria by which each Board member knows what is expected during his/her tenure on the Board. It will be officially signed by each Board member following the commencement of service on the Board in January of each year.

As a member of the Board of Directors of the Public Relations Society of America, Georgia Chapter (PRSA Georgia), I recognize that our continued success depends on the personal commitment and active involvement of a select group of elected individuals who embrace the privilege to serve and the responsibility to lead the Chapter.

As a Board of Directors has basic collective responsibilities, PRSA Georgia Chapter Board members are also entrusted with individual responsibilities, as part of Board membership. The obligations of Board service are considerable—they extend beyond the basic expectations of attending meetings and procurement of additional revenue (e.g., new members, supporting events).

My Role:

Having an active and engaged Board is vital to the Chapter's success. By signing this agreement, I commit myself to:

- Know the organization's mission, purposes, bylaws (in appendix), programs, services, strengths and needs
- Perform duties of Board membership responsibly and at a level of competence expected from Board members
- Serve in leadership position and undertake special assignments willingly and in a timely manner
- Serve as a liaison for any assigned committee(s) or a task force, reporting to the Board regularly through written and oral communication
- Call to the attention of the Chapter's president and/or its Chapter Administrator issues of potential significance to the Chapter
- Serve as a Chapter ambassador with members and potential members
- Support Chapter events through active involvement and participation. I am expected to attend PRSA Georgia events, webinars, monthly meetings, etc., and actively encourage support and attendance by colleagues as well.
- Maintain confidentiality of the Board's executive business and speak for the Board or organization only when authorized to do so
- Have talent discussions with other Board members and Executive Committee to build a strong and diverse leadership pipeline

Fiduciary Responsibilities:

Together with my fellow Board members, I am responsible for the fiscal oversight of PRSA Georgia. Whether or not I am a member of the organization's Executive

Committee, I will know what our budget is and take an active part in reviewing and approving the budget and monitoring our performance against that budget. I will understand all elements of the Chapter's fiscal health including:

- Exercise prudence with the Board in the control and transfer of funds
- Faithfully read and understand the organization's financial statements and otherwise help the Board fulfill its fiduciary responsibility
- Ensure that no volunteers commit the Chapter to any financial obligations; only the Chapter Administrator is authorized to do so following approval from the Board of Directors

Meetings:

I am expected to attend all Board and committee meetings. For Board meetings held in person, I am expected to attend in person unless cleared with president in advance. I will attend regularly scheduled Board meetings and applicable committee meetings (where serving as the Board liaison) and be available for consultation by phone and e-mail. I will come prepared to discuss the issues and business at hand, reading documents provided by the Chapter's secretary in advance of meetings. I will ask timely and substantive questions at Board and committee meetings consistent with my conscience, convictions and the PRSA Code of Ethics, while supporting the majority decision on issues decided by the Board. I will suggest agenda items or forward-moving concepts for Board and committee meetings to ensure that significant, policy-related matters are addressed.

When business or personal responsibilities make participation impossible, I will notify the president and the secretary in a timely manner. Unexcused absences of two consecutive meetings will necessitate discussion between the president and myself about my ability to continue to fulfill my commitments to the organization.

The Role of Ambassador for PRSA Georgia:

As a Board member, I am an official ambassador for the organization, and will strive to represent PRSA Georgia in the best possible ways. I will not offer myself as an official spokesperson for the organization without proper authority from the president or Chapter Administrator.

In signing this document, I pledge to carry out the above expectations to the best of my abilities. If I cannot fulfill these commitments to the Chapter, I will discuss my current circumstance with the president.

Board Member Name

(Signature)

Date

PRSA Georgia Committee Chair Commitment Agreement

This statement of individual committee chair responsibilities clarifies expectations and provides criteria by which each committee chair knows what is expected during their commitment to PRSA Georgia.

As a committee chair of the Public Relations Society of America, Georgia Chapter (PRSA Georgia), I recognize that our continued success depends on the personal commitment and active involvement of a select group of leaders who embrace the privilege to serve and the responsibility to lead the Chapter.

Embracing my Leadership Role:

Having active and engaged leadership is vital to the Chapter's success. By signing this agreement, I commit that I've read and asked any clarifying questions.

I will serve as a Chapter ambassador with members and potential members, knowing the Board holds me and my fellow members in the highest esteem in the role of committee chair. That includes supporting Chapter events through active involvement and participation. I am expected to attend PRSA Georgia events, webinars, monthly meetings, etc., and actively encourage support and attendance by colleagues as well. It is strongly recommended that I attend the annual conference and awards celebration, demonstrating a belief in our Chapter mission and programming. As an ambassador for the Chapter, I will make a continual and concerted effort to engage as many members and prospective members as possible at an event and share any Chapter-related feedback with the Board.

I will not offer myself as an official spokesperson for the organization without proper authorization from the president or Chapter Administrator.

Building a Collaborative Committee:

It is not on me alone to be the entire committee or carry out all activities, and I'll leverage willing and capable committee members for activities that move us toward our goals. If a committee member is unable to reliably participate, I'll flag for the Board liaison and actively participate in selecting additional committee members.

Maximizing Meetings:

I will be judicious in calling meetings, making sure that those that are held are prepared for in advance and actively, productively led. When business or personal responsibilities make participation impossible, I will notify the co-chair, if applicable, and committee in a timely manner.

Reporting in a Timely, Truthful Manner:

I understand that the PRSA Georgia Board cannot make informed, impactful decisions for and about our Chapter without timely and accurate input from its committees. I commit to on-time and truthful reporting of committee goals, activities and progress. I promise to raise challenges early to my Board liaison. Underreporting or late reporting may lead to selection of a different committee chair.

Understanding Fiduciary Responsibilities:

Signature

Date

Conflict of Interest Policy

The Public Relations Society of America, Georgia Chapter (PRSA Georgia) depends upon the continuing leadership of its officers and directors to fulfill the organization's responsibilities to its members and to the public relations industry at-large. Because one aspect of determining qualifications is avoiding conflicts of interest, the Board of Directors of PRSA Georgia adopted the following policy on Dec. 11, 2014.

Officers and Directors of PRSA Georgia must be constantly aware of situations that may put their personal interests in conflict with those of the Chapter. The Chapter expects Officers and Directors to demonstrate the loyalty and ethical consciousness required to anticipate and recognize situations that might produce such conflicts.

Officers and Directors of PRSA Georgia must refrain from engaging in any transaction with the Chapter in which their duty to protect the Chapter's interest coincides with an opportunity to realize a personal gain or benefit. No leader shall engage in any activity that will conflict with the Chapter's interest or diminish their ability to render to the Chapter full, loyal and undivided service. Leaders shall always avoid not only actual conflicts of interest, but also the appearance of a conflict of interest. The appearance of a conflict can be as damaging as an actual conflict, resulting in reputation management issues for the Chapter. Leaders are encouraged to develop and maintain an attitude of awareness of those situations in which an appearance of conflict might arise.

If a conflict of interest should arise, each elected leader has the responsibility to inform the Board of Directors about the conflict, to not vote on the matter, to provide the Board with any and all relevant information, to retire from the room in which the Board is meeting and to not participate in the final deliberation or decision regarding the matter. Should there be a doubt as to whether a conflict of interest exists, the matter shall be resolved by a vote of the Board of Directors, excluding the person concerned.

The minutes of the meeting of the Board shall reflect that the conflict of interest was disclosed and that the interested person was not present during the final discussion or vote and did not vote.

A copy of this conflict of interest policy shall be furnished to each leader who is presently serving this organization, or who may hereafter become associated with it. This policy shall be reviewed in the same time sequence as the bylaws of the Chapter. All new leaders of PRSA Georgia shall be advised of this policy upon undertaking the duties of such office and will be required to sign the policy at the beginning of each calendar year.

A master file of all signed documents will be maintained by the PRSA Georgia Chapter Administrator.

SIGNATURE

PRINT NAME

DATE

Incident Communications Plan

The following describes the public relations activities that may be needed in the event of an incident, adverse issue, social issue or natural event/crisis. The following provides an overview that will benefit an evolving cycle of leader volunteers, and the role of the Chapter Administrator, should a crisis occur. Throughout this document, the Board of Directors will be referred to simply the “Board.”

The Secretary of the PRSA Georgia Board, working in conjunction with the immediate past President, will update this document annually including reflections made from the past President’s experience during their term in office. For the Secretary, it is their annual responsibility in January of the incoming year to include the update of this document, all contact information for members of the Board and its submission for review at the February meeting. With Board members rotating on and off the volunteer leadership team, the February meeting will include a review of these contents, and any changes/additions/modifications will be made. To that end, this information is the lifeblood of the Chapter in the event of a crisis, and should be updated regularly, with a submission of the updated leadership roster quarterly at the Board meetings.

This document should be added to the PRSA Georgia policies and procedures provided to the Board annually for signature.

PRSA Georgia Sponsored Events, Crises, or Emergency Situations

This plan will fall within the scope of PRSA Georgia in the event an issue or emergency is contained to *three (3) business days (or initiated by the president at the time of the incident)* or less and/or is an event that is sponsored or produced by PRSA Georgia. Issues, crises or emergency situations lasting longer than that timeframe or continuing beyond the period of the sponsored/produced event will require the support of National PRSA.

Roles & Responsibilities:

Board members may be asked to serve in various roles throughout an incident or crisis, such as a spokesperson or other leadership role.

- 1) At every PRSA-sponsored event, the most senior member of the Board should be identified, as that person may become the spokesperson or a lead facilitator during a situation.
- 2) If there is no Board member present, the co-chair(s) of the event would be responsible for onsite management until the President and the Chapter Administrator can be contacted.
- 3) In the event of an incident or crisis at a PRSA-sponsored event, the event co-chair(s) should inform the President and the Chapter Administrator by phone immediately if they are not present at the event.

Event forms submitted to the Chapter must contain the contact information for each event lead, the committee co-chairs and a contact at the event location. In the event of a crisis onsite, this event form will become very important.

Incident Communications Checklist

If you are in an issues management or crisis scenario, consider the following things:

- Call 911 and report the event if the situation warrants.
- Call the President and the Chapter Administrator (phone numbers and contacts are available in the Secretary's leadership roster)
- If the situation is evolving and media is on site, the most senior Chapter leader at the event can share that the situation is evolving. Only represent PRSA Georgia—not the event location or individuals.
- Confirm facts.
- If a PRSA group is cloistered due to a danger, the most senior Chapter leader at the event should serve as the conduit between the authorities and our group of PRSA event attendees.

Responding to Social Issues or Crises

In the event of a social issue or a crisis, the Executive Committee should be notified immediately via Slack or phone. The EC will convene (virtually or in person) to determine if the situation is relevant enough to the Chapter or to the industry to warrant a response or statement. In the event that the Chapter does need to form a response or issue a statement, the Chapter President will designate who should draft the response or statement.

In every instance where a response or statement is warranted, PRSA Georgia leadership should evaluate what the Chapter's role should be. i.e., expressing support, providing resources, or standing up for our profession. Responses and statements should be guided by our code of ethics, and we should always determine what value we can provide by issuing a statement or response.

All statements or responses must be approved by the Chapter president and/or Executive Committee. All statements or responses will be shared in a reasonable timeframe with the Board prior to release. All statements must be distributed via official Chapter channels (email, website, social media) and shared as FYI with Mindy Hughes, our Chapter's Regional Representative. If a statement must be provided to the media, only the Chapter president or president-elect should do so.

If an issue is of a national nature, the Executive Committee will determine if National PRSA has a statement that can be used by our local Chapter.

Comments Via Social Media Channels

Should a scenario occur where a member or other public relations counselor chooses to threaten the Chapter, the person who first sees the interaction should notify the President, the Chapter Administrator and the Board liaison for the Social Media Committee. In turn, recommendations can be made after each specific occurrence regarding what should be done to mediate the situation. The most important step to take is to get the conversation offline and see if the instigator would talk with a member of the executive team.

Detailed Descriptions of Contracted Partner Responsibilities

Chapter Administrator

CHAPTER OPERATIONS

- Provide permanent address, phone and email address for Chapter
- Respond to general phone and email inquiries redirecting them, as appropriate, to Board members, committee chairs or National PRSA
- Receive and process all mail
- Maintain record of outgoing mail costs
- Maintain recording of all printing (projects, labels, nametags, Board materials)
- Review list of dues payments received by National to verify that correct amount was paid; deposit local dues payments
- Ensure that Chapter By-Laws are reviewed every three years
- Oversee master calendar of Chapter activities
- Maintain Chapter supplies to include print and electronic materials
- Order nametags for new Board members
- Maintain Chapter files, records, receipts and reports
- Back-up Chapter data, financial records and member database
- Ensure strategic plan is reviewed to assess any needed updates

TECHNOLOGY SUPPORT

- Maintain Chapter membership database, updating information as necessary
- Provide technical support for system programs (membership logins, registrations for events and programming)
- Revise system programs to accommodate additional or changing data requirements
- Current tech stack includes Asana, Slack, Google workspace, membership works, wordpress

FINANCIAL

- Make deposits of checks and cash
- Prepare checks for all invoices for Chapter treasurer's signature and mail them, keeping supporting documentation on file
- Provide monthly bank account registers for treasurer
- Send financial reports to CPA
- Ensure that CPA prepares Forms 1099 and 1096 and promptly files annual tax return
- Process credit card charges that were not made through membership works via stripe
- Follow up on purchase orders and payments from government institutions and other members/attendees who must pay via check

COORDINATION WITH CHAPTER OFFICERS

President

- Provide general assistance in operation of Chapter, including oversight of Board and committee activities
- Assist president with inquiries/contacts
- Aid in preparation of orientation materials for new Board and committee members

President-Elect

- Aid with mid-year review and identifying next year's leadership

Secretary

- Proof Board meeting minutes, committee reports and agenda

Treasurer

- Aid in financial management of Chapter, specifically ensuring adherence to Chapter financial procedures, and consult about possible revisions, as necessary
- Work with treasurer to prepare monthly financial report and annual budget

MONTHLY BOARD MEETINGS

- Attend Board Meetings
- Give Chapter Administrator Report – an update on general Chapter activities
- Request approval of disbursement of Chapter funds and contract execution

COMMITTEE & SIG SUPPORT (The Chapter Administrator is copied on all committee correspondence (including email) and participates in committee meetings/calls, as feasible.)

Key-man Executive and Financial Information

The following information is provided by the Chapter administrator to the Secretary and the President every year for their safekeeping in a private place. All the actual financial information, passwords and data has been removed from this list, but Key-man includes:

CPA

Shawn Fowler, CPA CFE | Partner
 Frazier & Deeter
 600 Peachtree Street, Suite 1900 | Atlanta, GA 30308
 Direct: 404.253.7560 | Main: 404.253.7500 | Direct Fax: 404.253.7561
shawn.fowler@frazierdeeter.com

Employer Identification Number (EIN):

Name of exempt organization: Public Relations Society of America, Georgia Chapter
 Tax-exempt status: 501 (c) (6)

Directors and Officers Liability Insurance

AON Association Services, a division of Affinity Insurance Services, Inc.
 1120 20th St. NW, Suite 600, Washington, DA 20036
 Sandy Bartley, Senior Account Manager, 202.429.8545, sandy.bartley@aon.com
 Insured Name: Public Relations Society of America, Georgia Chapter

General Liability Insurance (includes assets listed below in bullets)

ASAE-endorsed Association Office Package program with Great American Insurance Group

Name Insured: Public Relations Society of America Georgia Chapter

- Commercial Property
- Commercial General Liability

- Commercial Crime and Fidelity
- Commercial Inland Marine
- Commercial Equipment Breakdown
- Commercial Auto
- Commercial Umbrella
- SafePak
- Cyber Liability

Chapter Branding Guidelines from PRSA National

While one of PRSA's greatest strengths lies in the depth and diversity of its various micro communities, the whole of PRSA is greater than the sum of its parts. Those parts should create a consistent experience.

The [PRSA National Branding Identity Guidelines](#) focus on the implementation of PRSA's visual identity by standardizing the use of logos, font faces, colors and design styles. Chapter-specific guidelines can be found on pages 18 to 24.

Social Media Guidelines from PRSA National

The whole of the PRSA brand will benefit only to the extent that the participation of its communities in social media is governed by, and carried out in accordance with, a consistent set of guidelines.

The full guidelines are available in the Resources section of the MyPRSA Chapter Portal. The policy's purpose and key takeaways are below.

Purpose

PRSA employees, leaders and volunteers use social media to nurture professional relationships with key stakeholders, better serve our members, enhance PRSA's reputation, understand and engage our critics and cultivate a network of individuals who support PRSA's mission and serve as brand ambassadors. This policy (1) delineates who may utilize PRSA's social media accounts to speak on behalf of the organization; (2) provides guidance for the use of PRSA's social media accounts; and (3) details how employees, leaders and volunteers should approach using their own social media accounts to speak about PRSA. For purposes of this Policy, "Social Media" encompasses a broad array of internet or online communication channels and tools that allow and/or facilitate various means of interaction, communication and information sharing. These include but are not limited to: personal websites, social networking sites and individual pages on social networking sites, internet and mobile text feeds, blogs, podcasts, bulletin boards, photo-sharing and multimedia websites, review sites, online comments and forums, or any other interactive sites or services that permit users to share information with others in a contemporaneous manner. The sites and media identified are intended to be illustrative, not exhaustive.

Policy

The key takeaways of this policy are: 1) Only authorized spokespeople should identify themselves as speaking on behalf of PRSA. 2) Follow the PRSA Code of Ethics—particularly with regard to transparency and respect. 3) Make clear you are expressing your personal opinion, and not that of PRSA. PRSA employees, leaders and volunteers are expected to follow these requirements when either communicating on behalf of PRSA or communicating about PRSA. Note that for

purposes of this policy, “communicating” includes not only posting but any electronic interaction and information sharing, such as comments, status updates, and “likes.”

Website Style Guidelines

The purpose of this Guide is to provide PRSA Georgia staff and members, as well as other content contributors, with the tools needed to ensure consistent brand style, usage and tone for content throughout the PRSA Georgia Chapter’s website and eNewsletter, using current effective practices. The function of the Chapter’s website is both to serve our membership and to attract new members, while advancing our profession to outside audiences. As the second-largest Chapter in the U.S., we are expected to be ahead of the curve and lead the way. Our forward-leaning position and national reputation need to be reflected in the visual presentation, content and interactive appeal and usability of the Chapter website.

PRSA Georgia uses *The Associated Press (AP) Stylebook* in our communications. Please refer to AP style for questions of punctuation, capitalization, spelling, use of italics, etc.

Copy Guidelines for the Web

Because nearly everyone now consumes online content on mobile devices, it is considered acceptable to have longer pages because most find it easier to scroll than to click through and wait for another page to load. This makes it more important than ever to ensure that content is presented in easy-to-skim sections.

Like all good public relations writing, website content needs to:

- Start with the audience in mind.
- Include complete, accurate facts (who, what, when, where, why, how).
- Focus on benefits to the reader (heart and mind).
- Be concise.
- Cite your sources.
- Include a call to action.

But writing for a website requires some specific practices:

- Use headlines, but keep them short (one to six words, no more than 70 characters).
- Use short subheads where needed.
- Make it easy to skim by using short chunks of copy (one to three sentences).
- Be concise (sentences up to 30 words, and few of those).
- Use short words.
- Use numbers and/or bullets to break up copy.
- Put the most important information at the top.
- Use the word “you” often.
- Use a conversational, informal tone.
- Include hyperlinks to more information but make them a call to action if possible. (Ex: Use [Register for the webinar](#) or [Read more about website writing](#) not [Click here to register](#) or [Click here to find out more.](#))
- Provide images (photo, video, infographic, slide) to use with your content whenever possible. Include a short caption with key information for every image.

Format tips:

- Use cardinal numbers for dates, not numbers with rd, th, nd, st (*February 14* vs. *February 14th*).
- Preferably include a day when using a date that is in the future (see next bullet).
- Set off the year with commas when using a date in a sentence (ex: *Register by Monday, August 15, 2016, to get the early bird rate.*).
- Time – use a.m. or p.m. – lowercase letters with periods and a space after the number. Use a colon and minutes only for times other than on the hour (ex: *9 a.m., 5:30 p.m.*).
- When writing dollar amounts, use the decimal point and the two numbers following only if they are something other than 00 (ex: *\$25, \$99.88*).
- Spell out full names of days of the week and months whenever possible; when space precludes, use correct abbreviations.
- Spell out most commonly used acronyms on first use.
- Use the word “and” in copy, not an ampersand (&).
- When referring to the PRSA Georgia Chapter or Board, capitalize “Chapter” and “Board.”

Note: Visit [AP Stylebook](#) for a comprehensive online resource.

Usage tips:

- Use active voice (*Members enjoy these benefits*, not *These benefits are enjoyed by members.*).
- Eliminate most adjectives unless they contribute clarity or interest.
- Avoid “ing” words (*The Chapter will offer monthly seminars*, not *The Chapter will be offering monthly seminars.*).
- Avoid jargon.
- Use positive instead of negative language wherever possible (*Stay at the forefront of the profession*, not *Don't get left behind.*).

Content and Style Guidelines by Section

The PRSA Georgia website contains different content types including a homepage rotating banner (or slideshow), homepage Chapter news and a standard page/Chapter news page. Details on creating content for each section follows.

Homepage Rotating Banner (Slideshow):

- **Image:** minimum of 1110 width x 600 height in pixels. Max size is 1900 x 800 pixels; parts of the max size image will be cut off on some screens. Headline contained in the graphic can be up to six words, should be visible across the image and use active voice. Examples:
 - “Win a Phoenix Award This Year”
 - “Join us for our Chapter meeting at Maggiano's”

Standard Page/Chapter News Page:

These page types allow for longer copy, such as media releases, articles and blog posts. These pages are often linked to from the home page as a place to register for an event or as a source for additional information.

- **Headline/Title:** Provide a headline with up to six words (70 characters max) that describes the article, or a one- or two-word title for a standard information page.
- **Copy:** Review the guidelines on the next page for formatting and space requirements, and to ensure easy readability online. Also, follow the best practices mentioned above for writing web copy for these longer-formatted pages.
- **Image:** Provide an image, in a JPG format, *at least* 370 pixels wide x 319 pixels wide, but no larger than 700 pixels on any side. The image should support and/or represent the content topic. If featured on the home page, this image will be resized/cropped to 370 pixels wide x 319 pixels high.

Headlines	One to six words, up to 70 characters
Event descriptions on homepage	20-40 words
Event descriptions on event page	150 words
New APR bios	100 words
Chapter Champion profiles	200 words
Paragraphs	1-3 sentences
Sentences	No more than 30 words, and few of those
Words	One-syllable, five-character words are best for readability

Social Media Copy Guidelines:

Social media is a critical part of PRSA's communications and marketing. And with the different social platforms come standards and best practices that help us reach our audience and expand our social presence.

Social Platform	Copy Guidelines
Facebook	20-75 words, conversational tone, include hashtags, include a bitly shortened link (preferably customized), tag people mentioned in post
Instagram (2019)	0-100 words (shorter is better – the story is in the photo(s) or graphic), lots of hashtags (up to about 10, but check them first in the channel to get an idea of the usage numbers), tag everyone in the post or in the first comment Instagram stories: - Repost content from followers that tag the organization - Ensure Instagram stories are clear and concise and only include 5-10 words. - Tone is light and engaging
LinkedIn	25-100 words, professional tone, include a bitly shortened link (preferably customized), be aware that the first 200 characters or so is all that shows in the feed
Twitter	280 characters max per post (shorter is better), OK to use abbreviations and informal tone

Image Specifications for all Digital Content

All images should be in a JPG format. Dimensions are in pixels, unless otherwise noted.

Website homepage:

- Rotating banner at the top: 1000 x 320
- Chapter News: 222 x 222
- Featured News boxes (on the PRSA GA logo background): 150 width (height can vary)
- Member News: 336 x 150

HTML email newsletter:

- 600 x 200 for main event promo (600 width required; height can vary)
- 200 x 200 for top events and last section

Social media:

- In general, higher resolution looks better and the platforms will automatically adjust the resolution for various devices. The resolution should never be less than 72 dpi or more than 300 dpi.
- Cover and profile photos should always be sized exactly for the channel and previewed to ensure they look as expected.
- Note that the sizes listed are for company pages, not personal pages.
- The pages look different on computer and mobile platforms, so check profile and cover images on both platforms before finalizing.
- **Standard multi-channel size:**
 - For ease, it's possible to use one standard size for Facebook, Twitter and LinkedIn posts. This size can range from 1024 x 512, up to 1200 x 630. Each platform sizes them a bit differently, but these sizes work well for all. Images sized specifically for each channel are better, especially on Instagram, where the image is everything.
 - **Facebook:**
 - Cover image: 828 x 315 (can be still or video)
 - Profile image: ≥180 x 180
 - Sharing images: 1,200 x 628
 - Sharing links with an image: 1,200 x 628
 - Sharing stories: 1,080 x 1,920
 - Event photos: 1920 x 1080
 - Can use multiple images in a shared post
 - **Instagram:**
 - Profile image: 180 x 180
 - Image thumbnail: 161 x 161
 - Sharing square images: 1,080 x 1,080
 - Sharing horizontal images: 1,080 x 566
 - Sharing vertical images: 1,080 x 1,350
 - Sharing Stories: 1,080 x 1,920
 - IGTV cover: 420 x 654
 - Can use up to 10 images in a shared post
 - **LinkedIn:**
 - Profile banner image: 1584 x 396
 - Profile image: 400 x 400
 - Company cover image: 1536 x 768

- Shared update image: 1200 x 628 (same as FB)
- Company logo image: 300 x 300
- **Twitter:**
 - Header image: 1500 x 500
 - Profile image: 400 x 400
 - Sharing a single image: 1,200 x 675 pixels
 - Sharing multiple images: 1,200 x 675 pixels
 - Sharing links with an image: 800 x 418 pixels
 - Can use up to 4 images in one tweet

General Guidelines: Other things to keep in mind when creating or scheduling content:

- a. It's PRSA Georgia or #PRSAGeorgia, not PRSA | GA or any other variation.
- b. Maintain a professional tone.
 - i. Avoid colloquial abbreviations (thx, lol, etc.).
 - ii. Use AP style whenever possible, although we know Twitter has limitations to consider.
- c. Give parity, when possible.
 - i. Do not give excessive credit, mentions or RT to any one company, agency, speaker, etc.
 - ii. Of note: sometimes it's easier to remove branding instead of trying to make sure everyone gets included/mentioned.
- d. Engage selectively.
 - i. Engagement is a high priority, but please do so selectively.
 - ii. Don't feel pressured to reply, retweet or like each tweet that mentions the PRSA Georgia handle.
 - iii. Engage when you think the time is right, or a tweet is particularly compelling.
- e. Focus on content, not audience.
 - i. While live tweeting, don't worry about following new presences or thanking users for following PRSA Georgia.
 - ii. Stick to your real-time content, and the Social Media Committee will deal with the audience expansion later.
 - iii. If possible, try to capture a few images or a video.

Diversity, Equity and Inclusion Statement

PRSA Georgia is committed to transforming every layer of the Chapter, from Board service to its newest members, by intentionally applying the importance of diversity, equity, inclusion, accessibility, and belonging. By championing DE&I values at every level and advocating for applying their principles within the public relations profession and throughout our organization, we are contributing to the accountability and change needed to make the world more equitable and representative of all. We will use our influence and advocacy to increase understanding, perspectives, ideas, voices represented, and membership. By making a concerted effort to be inclusive and equitable in our practices and decision-making, we will use DE&I as a standard operating lens through which to look at our work and operation. The outcome is that those who join us in this honorable profession will be armed with a competitive advantage, be more aware, and will serve more effectively as communications counselors and community builders in society. It will also position our Chapter for excellence and growth.

The statement is accompanied by a series of Beliefs for our Chapter members that help guide our DE&I mission, which will be at the forefront of everything we do.

PRSA Georgia Beliefs:

PRSA Georgia's DE&I Committee believes diversity, equity, inclusion, accessibility and belonging are integral to the evolution and growth of the public relations industry and must be integrated into the very fabric of everything PRSA and PRSA Georgia does.

As an industry, we have been better about including some voices over others. While the practice of public relations in the United States has evolved, a lack of a robust diverse pipeline and diversity in communication management positions persists. Studies indicate that young Black, Asian and Hispanic professionals are pursuing public relations as their career of choice and are underrepresented in the industry. With the minorities of today becoming the majority of tomorrow, being positioned to communicate and represent various voices through public relations and marketing will be essential to the effectiveness and survival of our industry.

Although the most obvious contexts of diversity include race, ethnicity, religion, age, ability, sexual orientation, gender, gender identity, country of origin, culture and diversity of thought, the definition of diversity continues to evolve and also includes class, socioeconomic status, life experiences, learning and working styles, and personality types and intellectual abilities and perspectives, in addition to cultural, political, religious and other beliefs.

It is our determined mission to ensure full representation of these voices, not only by inviting everyone to pull up a seat at our table, but also encouraged them to use their unique voices while there, make a dish, develop a recipe and host the dinner, all while being encouraged and made to feel welcome to do so.

Respecting, embracing, celebrating and validating diversity, equity, inclusion, accessibility and belonging are integral to PRSA Georgia's DNA. It's vital to the success of our profession, our members and the communities in which we live and work. It is essential and is our responsibility as members to carry this focus forward, beyond an emphasis because of current events, but for the health and prosperity of our industry.

Through our continued focus, programming and resources, we aim to represent the living actualization of DE&I as well as educate and inform members along the way, all while inviting those who are underrepresented to join the public relations industry and to be heard.

PRSA Georgia Chapter Bylaws¹

The Georgia Chapter of the Public Relations Society of America is a diverse community of professionals, empowered to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve. The Chapter's mission is to advance the profession by preparing communicators to:

- Share and promote best practices;
- Foster lifelong learning;
- Address critical issues;
- Elevate ethical standards;
- Fortify communications challenges (via professional development/competencies); and
- Drive diversity (of voice, reach and perspective).

ARTICLE I – GENERAL

Section 1. Name. The name of this organization is Public Relations Society of America, Georgia Chapter (PRSA Georgia).

Section 2. Territory and Location. The Chapter will operate and serve members within the territory approved by the Public Relations Society of America, Inc. (PRSA National), and its principal office will be in a place determined by the Chapter's Board of Directors, currently the metropolitan Atlanta area. The territorial limit approved by PRSA National for this Chapter is the state of Georgia.

Section 3. Purpose. PRSA Georgia focuses its operations around three primary initiatives: advancing PRSA Georgia, advancing the PRSA Georgia professional and advocating for the profession. These initiatives are accomplished by:

Advancing PRSA Georgia

- Growing the organization's membership and revenue bases

Advancing the PRSA Georgia Professional

- Providing members with professional development opportunities and continuing education programs
- Establishing an ongoing forum for the exchange of ideas and experiences
- Collecting and disseminating information that may enhance the knowledge, standards, ethics and professional standing of members
- Maintaining a sense of community within the profession

Advocating for the Profession

- Achievement, through the public relations practices of its members, of mutual understanding, communication and cooperation among the diverse individuals, groups, elements and institutions that make up modern society

¹ As stated in the Public Relations Society of America, Inc., bylaws (Article VIII, Section 1(c)), these Chapter bylaws must be approved by the PRSA National Board to become effective. These bylaws, which are updated by the Chapter every three years, were approved by PRSA National in July 2017. While these bylaws outline Chapter governance, Chapter leaders and members should also refer to the Chapter *Policies & Procedures* for guidance on day-to-day Chapter operations. These bylaws are currently being updated (as of July 2023).

- Conducting qualitative and quantitative research projects on both national and local levels
- Establishing, maintaining and defending the highest standards of service and ethical conduct among all PRSA Georgia members and the public relations profession
- Encouraging study and discussion of the problems and techniques of public relations at every level, from college through senior practice

Further, the Chapter, its Board, officers and all members shall support and adhere to the bylaws, purposes, code of ethics and all applicable policies and procedures established by PRSA National.

Section 4. Restrictions. All policies and activities of the Chapter shall be consistent with:

- Applicable federal, state and local antitrust, trade regulation or other requirements.
- Tax exempt requirements imposed on PRSA National under Internal Revenue Code Section 501(c)(6), including the requirements that the Chapter shall not be organized for profit and that no part of its earnings shall benefit any private individual.

ARTICLE II – MEMBERSHIP

Section 1. Membership Eligibility. To be eligible for membership in PRSA Georgia, a person must be a member in good standing of PRSA National, and in compliance with PRSA National bylaws, member code of ethics, and applicable policies and procedures.

Section 2. Admission to Membership. Admission to membership in PRSA National shall be governed by pertinent provisions of the PRSA National bylaws and subject to eligibility requirements set forth above in Section 1.

Section 3. Rights and Privileges of Membership. The right of holding office, serving as a member of the PRSA Georgia Board of Directors, and serving on committees shall be reserved for members of PRSA Georgia. Members considered for Chapter leadership posts shall possess a willingness to volunteer and have demonstrated abilities for the office(s) being sought. When considering a member as a candidate for an office, the member's history shall demonstrate progression that indicates leadership attributes, experience and Chapter service, including being accredited by PRSA (APR) as part of the set of desirable, but not mandatory, criteria.

Membership carries with it a definitive obligation to pay all applicable dues, fees and other charges (collectively referred to as "financial obligations"), as provided in these bylaws and as determined by the PRSA Georgia Board of Directors from time to time. Any payment to PRSA National by a member does not mitigate such member's financial obligations to the Chapter.

Section 4. Resignation or Termination of Membership. Any member may resign from membership in PRSA Georgia by sending written notice to PRSA Georgia's Chapter Administrator and the current president. While resigning from PRSA Georgia does not necessarily mean resignation from PRSA National, any member

who ceases for any reason to be a member of PRSA National, shall also cease to be a member of PRSA Georgia.

Membership is automatically terminated for failure to pay applicable dues, failure to meet the eligibility requirements for membership, or when membership in PRSA National has been terminated for any reason.

The PRSA Georgia Board may, by an affirmative vote of the majority of the Board, expel any member who has violated the ethics of the organization.

Termination or resignation of membership does not relieve a member from liability for any financial obligation accrued and unpaid as of the date of the termination or resignation.

Section 5. Dues. The amount of annual dues for PRSA Georgia membership shall be determined annually by the Chapter Board of Directors. Any member whose financial obligations are in arrears as set forth in PRSA National's or the Chapter's policies are not considered to be in good standing and shall not be entitled to vote, hold office or enjoy other privileges of Chapter membership, provided such member has been duly notified.

Section 6. Chapter Meetings.

(a) There shall be an annual meeting each year, held no later than October 31 at such date, time and place as may be designated by the Board. The purpose of the annual meeting shall be to elect officers, directors, assembly delegates and alternates for the coming year and to conduct other business pertinent to the annual administration of the Chapter. Notice of the annual meeting shall be given to all Chapter members through normal notification of Chapter activities. An announcement shall also be made at the September membership meeting.

(b) In addition to the annual meeting there shall be regular membership meetings at least five (5) times a year at such times and places as may be designated by the Board.

(c) Special Chapter meetings may be called by the president, the Board or on the written request of 20 percent of the Chapter membership in good standing.

(d) Notice of the annual meeting shall be provided to members through normal Chapter communications at least thirty (30) days in advance of the meeting. Notice of a regular or special meeting shall be communicated through normal Chapter communications at least ten (10) days in advance.

(e) A quorum for membership voting is a simple majority of members in good standing in attendance. No proxy votes shall be allowed.

ARTICLE III – OFFICERS AND BOARD OF DIRECTORS

Section 1. Scope. The Board of Directors shall have supervision, control and direction of all committees and other Chapter affairs, shall determine all policies or changes thereto as provided by PRSA Georgia bylaws, shall actively pursue the

Chapter's mission and objectives, and shall have discretion in the disbursement of all PRSA Georgia funds. The Board may adopt such rules and procedures as shall be deemed necessary and may, in the execution of the powers granted, appoint such agents or contractors as it may deem advisable. The Board is subject to the restrictions and obligations set forth in these bylaws, the PRSA National bylaws, the policies and procedures of PRSA National and the Chapter, and the *PRSA Code of Ethics*.

Section 2. Board Composition. The PRSA Georgia Board of Directors shall consist of up to seventeen (17) members: the Executive Committee and up to twelve (12) directors-at-large. The Executive Committee comprises the president, immediate past president, president-elect, treasurer and secretary. All members of the Chapter Board, including assembly delegates, shall be members in good standing and shall have been elected or appointed in accordance with Chapter bylaws. Assembly delegates and alternates shall serve as members ex-officio of the PRSA Georgia Board. All other Board members shall have the right to vote on all matters before the Board of Directors. The president or, in the absence of the president, the president-elect, shall vote only to break a tie among the members.

Section 3. Chapter Officers. Officers of PRSA Georgia shall be the president, president-elect, treasurer and secretary. All officers shall be elected by the general Chapter membership at the Chapter's annual meeting for a term of one (1) calendar year and until their successors are elected and installed. An officer may serve no more than two consecutive terms in the same office.

Section 4. President. The PRSA Georgia president shall preside at all regular, special and annual meetings of the Chapter membership, at all meetings of the Board of Directors, and shall always have direction of Chapter affairs. The president shall have the power to appoint chairs and members of all standing committees, special committees and task forces. The president shall perform all other duties incumbent upon the office as may be prescribed by the Board of Directors.

Section 5. President-elect. The president-elect is next in line to the presidency of the Chapter. After being elected president-elect and completing the term of office, he or she shall succeed the president into office. The president-elect shall preside in the absence of the president at all meetings of the membership and the Board of Directors. He or she shall assist the president in the discharge of the duties of the office and shall perform other duties as prescribed by the Board of Directors. The president-elect is also responsible for managing updates to PRSA Georgia's strategic plan. (The PRSA Georgia strategic plan is updated every three to five (3-5) years.)

Section 6. Treasurer. The treasurer shall be responsible for the accurate record keeping and reconciling of all monies received, invested and expended by PRSA Georgia. The treasurer works closely with the Chapter's Chapter Administrator, who is responsible for ensuring all funds received are deposited and/or invested in the financial institution account(s) designated by the treasurer and approved by the Board of Directors. The treasurer ensures all funds are disbursed or invested as ordered by the Board. The treasurer shall prepare the annual Chapter budget, make monthly financial reports to the Board of Directors, and perform all other duties incident to the office or prescribed by the Board of Directors. Along with the

Chapter's Chapter Administrator, the treasurer is responsible for maintaining oversight of any contracted bookkeeper. The treasurer should ensure that the appropriate officers are each a designated signatory on Chapter accounts. All checks from Chapter accounts require one signature of the president, treasurer or president-elect. Any check of seven-thousand, five-hundred dollars (\$7,500) or more, shall require the signatures of two officers (president, treasurer or president-elect).

Section 7. Secretary. The secretary shall be responsible for recording and keeping all formal PRSA Georgia records, except financial records, and shall make accessible to the Board of Directors, upon request, the current Chapter bylaws, policies & procedures, and any amendments, resolutions or minutes pertinent to the current Chapter affairs. The secretary shall serve as the Chapter parliamentarian and is responsible for all Board communication.

Section 8. Directors-at-Large. Each director-at-large (Board members other than officers, assembly delegates and alternates) is expected to participate in Chapter activities and play an active role in carrying out the business and decision-making tasks of the Board. Each will have a liaison responsibility with one or more committees, as assigned by the president, and will be expected to routinely engage with and report the status of those committees' undertakings, including bringing forward any decision needing input or approval from the Board. Participation in Board meetings is required as defined in Article IV, Section 13(a).

Section 9. Assembly Delegates. Delegates and alternates to the annual PRSA Leadership Assembly shall serve as the official representatives of PRSA Georgia. As such, they shall present such matters and commit their votes as directed by the Chapter Board of Directors. When not directed, delegates and alternates must, in a responsible manner, vote for or against issues which, in their judgment, are consistent with Chapter objectives and serve the best interest of PRSA Georgia members. As defined by the PRSA National bylaws (Article IV, Section 2), assembly delegates and alternates shall either be accredited or a current or former Board member of their respective chapter, district or section. PRSA Georgia also prefers that these individuals be, or have been, PRSA Georgia officers or Board members. Each shall be elected by the general Chapter membership for a two-year (2-year) term.

Section 10. Immediate Past President. The immediate past president serves as a member of the Executive Committee, as an advisor to the president at Board meetings and as chair of the Nominating Committee.

Section 11. Chapter Management. By approval of the Board, the Chapter may contract management of the Chapter's operations and communication needs, including overseeing contractors. Although not an elected officer or Board member, the Chapter Administrator may serve as a representative of the Chapter on administrative matters. The Chapter Administrator will serve annually in an advisory capacity as an ex-officio member of the Nominating Committee. The position assists all officers, Board members and committee chairs, working most closely with the president, secretary and treasurer. He or she is responsible for managing Chapter events, including reservations, maintaining the Chapter's current membership list and overseeing management of the Chapter website. The Chapter Administrator is

expected to attend Board meetings (in a non-voting capacity) as well as general and special membership meetings. He or she may be a member of PRSA National, but it is not mandatory. (Refer to PRSA Georgia Policies & Procedures - Chapter Administrator Job Description.)

Section 12. Vacancies. In the event of a vacancy in an officer (other than president) or director position, the president shall nominate a qualified successor to be confirmed by a vote of the Board. The confirmed officer will serve the balance of the unexpired term.

In the event of a vacancy in the office of the president, the president-elect shall succeed to the office for the remainder of the presidential term. The president-elect shall then appoint a vice president, not to be designated president-elect unless elected by the general membership at the next annual meeting. If the new president does not serve a full term in office, he or she shall be eligible to be elected as Chapter president for the next calendar year.

Section 13. Removal or Resignation. Any member of the PRSA Georgia Board who fails to uphold their duties and obligations as defined in Article III of these bylaws and the Board of Directors Commitment Agreement will be called upon by the president.

(a) Any member of the PRSA Georgia Board who fails to attend, in person, two (2) or more consecutive Board meetings will be called upon by the president to explain such absences. If the president and Board member determine that the Board member cannot fulfill his or her obligations, the president will bring the matter to the Board for consideration and resolution, including possible removal from the Board. As stated in the Board of Directors Commitment Agreement, members must notify the president and secretary in advance if they are unable to attend a Board meeting in person.

(b) Any officer may be removed by majority vote of the full Board, excluding the officer proposed to be removed. Any officer proposed to be removed shall be provided with advance written notice, including the reason for the proposed removal, and must have an opportunity to respond to the proposed removal in writing or in person.

(c) Any director-at-large or officer may resign at any time by providing written notice to the Board.

(d) Any removal or resignation of a person as an officer automatically results in that person's removal or resignation from the Board.

Section 14. Meetings. There shall be at least ten (10) meetings of the PRSA Georgia Board of Directors during the calendar year. Meetings, which shall be held at times scheduled by the president, may include in-person meetings or conference calls. The Board also may meet upon the call of any three (3) directors-at-large. Notice of all Board meetings shall be given to each Board member at the beginning of each year by the Chapter secretary. The Executive Committee may be convened, at the discretion of the president, when business requires a decision prior to the next regularly scheduled Board meeting or Board members may be polled for email vote. In such events, the Executive Committee is tasked with the full fiduciary responsibility to the Chapter's membership. The Executive Committee will report actions to the Board of Directors.

Section 15. Quorum. A simple majority of members of the Board of Directors shall constitute a quorum for any business item requiring a vote.

Section 16. Compensation and Reimbursement. No elected officer, Board member, assembly delegate or alternate of PRSA Georgia shall be entitled to any salary or other compensation. However, the Board of Directors may reimburse Chapter members, including those elected to leadership posts, for pre-approved expenses incurred in the performance of official Chapter duties or for work performed as part of a contracted agreement to provide a service to the Chapter.

Section 17. Board Approval of Obligations. Any request for endorsement, support or other commitment, whether or not it creates a financial obligation for PRSA Georgia, must be submitted to the Board in writing, in advance, and approved by the Board. Any expenses incurred after the Board approves the annual budget are subject to approval. The president shall have the authority to allocate expenditures that require expedition, not to exceed \$1,000, without the approval of the Board. The Board, however, must be informed of such action at its next meeting.

ARTICLE IV – COMMITTEES

Section 1. Appointment and Dissolution of Committees. The president may appoint or dissolve, with the approval of the Board of Directors, such committees and task forces, as deemed necessary or advisable for conducting Chapter affairs. The duties of any such group and its tenure shall be determined by the Board. All members of all committees must be PRSA Georgia members in good standing.

Section 2. Reports. Each committee, task force and special committee chair shall submit reports regularly to the Board of Directors through their designated Board liaison to keep the Board informed and to gain guidance and approval.

Section 3. Subcommittees. With their respective Board liaison's approval, committee chairs can create subcommittees deemed necessary to the efficient functioning of the committee. The subcommittee chair shall, if possible, be selected from the membership of the committee that created the subcommittee.

ARTICLE V – AMENDMENTS

These bylaws may be amended by a majority vote of the members present at any Chapter meeting, provided such proposed amendment(s) has been approved by the Chapter Board and at least thirty (30) days' notice of any proposed amendment(s) has been given to all members. Amendments adopted in accordance with this provision become effective only after approval by the PRSA National Board.

ARTICLE VI – MISCELLANEOUS

Section 1. Charter. PRSA Georgia, its officers, directors and agents must conform with and maintain its charter and all Chapter affiliation requirements imposed by PRSA National.

Section 2. Books and Records. PRSA Georgia must keep correct and complete books and records of its financial accounts, meeting minutes, and membership list

with names and addresses. The Chapter will make its books and records available to PRSA National at any time.

Section 3. Conflict-of-Interest Policy. The Board will adopt a conflict-of-interest policy and annual disclosure process that applies to all officers and directors of PRSA Georgia.

Section 4. Assets of Chapter and Dissolution. No member of PRSA Georgia has any interest in, or right or title to the Chapter's assets. Should PRSA Georgia liquidate, dissolve or terminate in any way, all assets remaining after paying the Chapter's debts and obligations shall be transferred to PRSA National or, in the event that PRSA National ceases to exist, to such organizations organized and operated exclusively for charitable, educational, religious or scientific purposes and exempt under Section 501(c)(6) of the Internal Revenue Code of 1986 (or the corresponding provisions of any future United States Internal Revenue law), as the PRSA Georgia Board shall determine. In no event may any assets benefit or be distributed to any member, director, officer, or employee of PRSA Georgia.

Section 5. Nondiscrimination. In all deliberations and procedures, PRSA Georgia will subscribe to a policy of nondiscrimination on the basis of race, creed, religion, disability, sex, age, color, national origin, or sexual or affectional preference.

Section 6. Fiscal Year. PRSA Georgia's fiscal year will be the calendar year.

Amended May 2017

Non-Discrimination and Anti-Harassment Policy

PRSA is committed to a work environment in which all individuals are treated with respect and dignity. Each individual has the right to work in a professional atmosphere that promotes equal employment opportunities and prohibits discriminatory practices, including harassment. Therefore, PRSA expects that all relationships among persons in the workplace will be businesslike and free of bias, prejudice and harassment.

Definitions of Harassment

Sexual harassment constitutes discrimination and is illegal under federal, state and local laws. For the purposes of this policy, sexual harassment is defined, as in the Equal Employment Opportunity Commission Guidelines, as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature when, for example: (i) submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment; (ii) submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual; or (iii) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

Sexual harassment may include a range of subtle and not so subtle behaviors and may involve individuals of the same or different gender. Depending on the circumstances, these behaviors may include, but are not limited to: unwanted sexual advances or requests for sexual favors; sexual jokes and innuendo; verbal abuse of a sexual nature; commentary about an individual's body, sexual prowess or sexual deficiencies; leering, catcalls or touching; insulting or obscene comments or gestures; display or circulation in the workplace of sexually suggestive objects or pictures (including through email); and other physical, verbal or visual conduct of a sexual nature. Sex-based harassment, that is, harassment not involving sexual activity or language (e.g., male manager yells only at female employees and not males), may also constitute discrimination if it is severe or pervasive and directed at employees because of their sex.

Harassment on the basis of any other protected characteristic is also strictly prohibited. Under this policy, harassment is verbal or physical conduct that denigrates or shows hostility or aversion toward an individual because of his/her race, color, religion, national origin, age, disability, alienage or citizenship status, marital status, creed, genetic predisposition or carrier status, sexual orientation or any other characteristic protected by law and that: (i) has the purpose or effect of creating an intimidating, hostile or offensive work environment; (ii) has the purpose or effect of unreasonably interfering with an individual's work performance; or (iii) otherwise adversely affects an individual's employment opportunities.

Harassing conduct includes, but is not limited to: epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes and display or circulation in the workplace of written or graphic material that denigrates or shows hostility or aversion toward an individual or group (including through email).

Individuals and Conduct Covered

These policies apply to all applicants, and employees and volunteers, and prohibit harassment, discrimination and retaliation whether engaged in by fellow employees, by a supervisor or manager, or by someone not directly employed by PRSA (e.g., an outside vendor, consultant or member).

Conduct prohibited by these policies is unacceptable in the workplace and in any work-related setting outside the workplace, such as during business trips, business meetings and business-related social events.

Retaliation is Prohibited

PRSA prohibits retaliation against any individual who reports discrimination or harassment or participates in an investigation of such reports. Retaliation against an individual for reporting harassment or discrimination, or for participating in an investigation of a claim of harassment or discrimination, is a serious violation of this policy and, like harassment or discrimination itself, will be subject to disciplinary action.

Complaint Procedure

Reporting an Incident of Harassment, Discrimination or Retaliation

PRSA strongly urges the reporting of all incidents of discrimination, harassment or retaliation, regardless of the offender's identity or position. Individuals who believe they have experienced conduct that they believe is contrary to PRSA's policy or who have concerns about such matters should file their complaints with their immediate supervisor, director or the director of human resources before the conduct becomes severe or pervasive. Individuals should not feel obligated to file their complaints with their immediate supervisor first before bringing the matter to the attention of one of the other PRSA designated representatives identified above.

Notice to Employees

Employees who have experienced conduct they believe is contrary to this policy have an obligation to take advantage of this complaint procedure. An employee's failure to fulfill this obligation could affect his/her rights in pursuing legal action. Also, please note, federal, state and local discrimination laws establish specific time frames for initiating a legal proceeding pursuant to those laws.

Early reporting and intervention have proven to be the most effective method of resolving actual or perceived incidents of harassment. Therefore, while no fixed reporting period has been established, PRSA strongly urges the prompt reporting of complaints or concerns so that rapid and constructive action can be taken. PRSA will make every effort to stop alleged harassment before it becomes severe or pervasive but can only do so with the cooperation of its employees. + The availability of this complaint procedure does not preclude individuals who believe they are being subjected to harassing conduct from promptly advising the offender that his/her behavior is unwelcome and requesting that it be discontinued.

Investigation

Any reported allegations of harassment, discrimination or retaliation will be investigated promptly, thoroughly and impartially. The investigation may include

individual interviews with the parties involved and, where necessary, with individuals who may have observed the alleged conduct or may have other relevant knowledge.

Confidentiality will be maintained throughout the investigatory process to the extent consistent with adequate investigation and appropriate corrective action.

Responsive Action

Misconduct constituting harassment, discrimination or retaliation will be dealt with promptly and appropriately. Responsive action may include, for example, training, referral to counseling, monitoring of the offender and/or disciplinary action up to and including discharge as PRSA believes appropriate under the circumstances.

If an employee making a complaint does not agree with its resolution, the employee may appeal to PRSA's chief executive officer.

Individuals who have questions or concerns about these policies should talk with the director of human resources.

Finally, these policies should not, and may not, be used as a basis for excluding or separating individuals of a particular gender, or any other protected characteristic, from participating in business or work-related social activities or discussions in order to avoid allegations of harassment. The law and the policies of PRSA prohibit disparate treatment on the basis of sex or any other protected characteristic, with regard to terms, conditions, privileges and perquisites of employment. The prohibitions against harassment, discrimination and retaliation are intended to complement and further these policies, not to form the basis of an exception to them.